

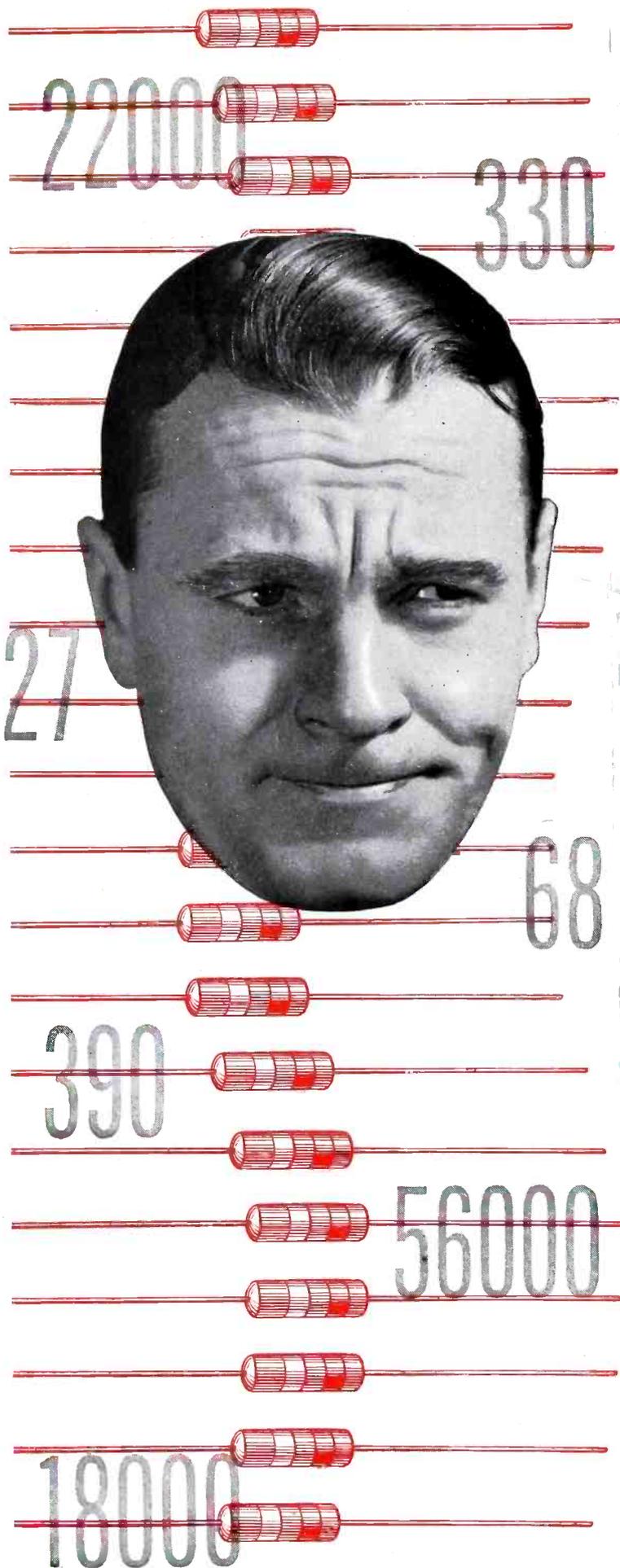
# RADIO TELEVISION JOURNAL

April, 1945



How to Sell Records to College Students, (page 27)

# strange numbers.....to you?



## They're "Lucky Numbers" in

# IRC's **RMA**

## PREFERRED RANGES!

**Here's Why:**—With IRC Type BT and BW Resistors in RMA Preferred Ranges, you'll do faster, more profitable jobs because when making repairs, you replace the same values that you take out! It's as simple as that.

**Here's How:**—The RMA Preferred Number System, long the standard of set manufacturers and used in all Government "specs," is a mathematically arranged group of ranges which gives you **complete** coverage with the least number of values. Carefully spaced at intervals so that preceding or following values are never more than 20% apart,  $\pm 10\%$  tolerance units assure coverage of every value. **Result,—no laps . . . no gaps.**

IRC is proud to be the first resistor manufacturer to standardize on RMA Preferred Ranges as stock values for Servicemen. For further information, consult your IRC Distributor.



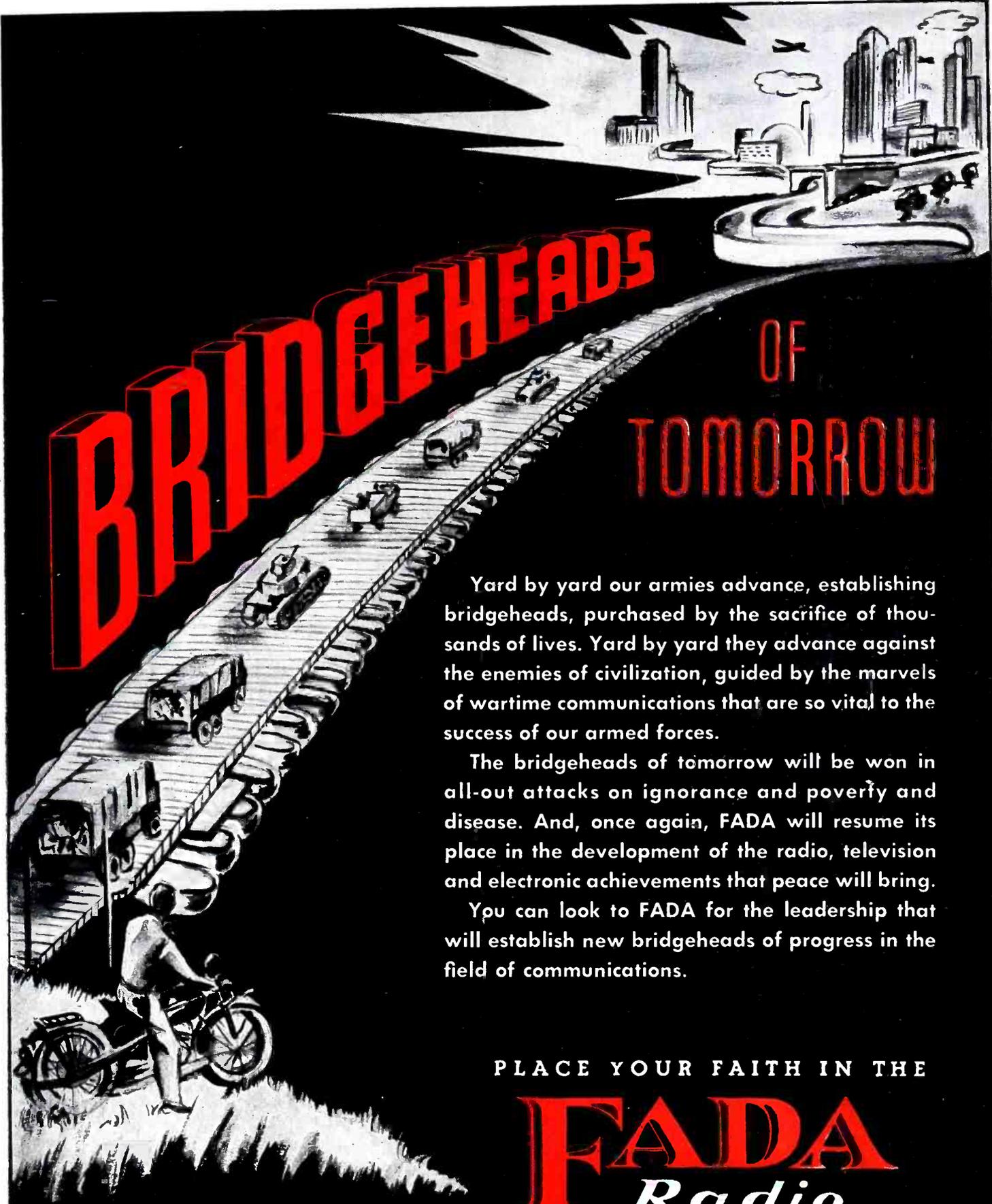
**BUY A KNOWN BRAND!**

Dept. 26-D

## **INTERNATIONAL RESISTANCE CO.**

401 N. Broad Street, Philadelphia 8, Pa.

*IRC makes more types of resistance units, in more shapes, for more applications than any other manufacturer in the world.*



# BRIDGEHEADS

# OF TOMORROW

Yard by yard our armies advance, establishing bridgeheads, purchased by the sacrifice of thousands of lives. Yard by yard they advance against the enemies of civilization, guided by the marvels of wartime communications that are so vital to the success of our armed forces.

The bridgeheads of tomorrow will be won in all-out attacks on ignorance and poverty and disease. And, once again, FADA will resume its place in the development of the radio, television and electronic achievements that peace will bring.

You can look to FADA for the leadership that will establish new bridgeheads of progress in the field of communications.

PLACE YOUR FAITH IN THE

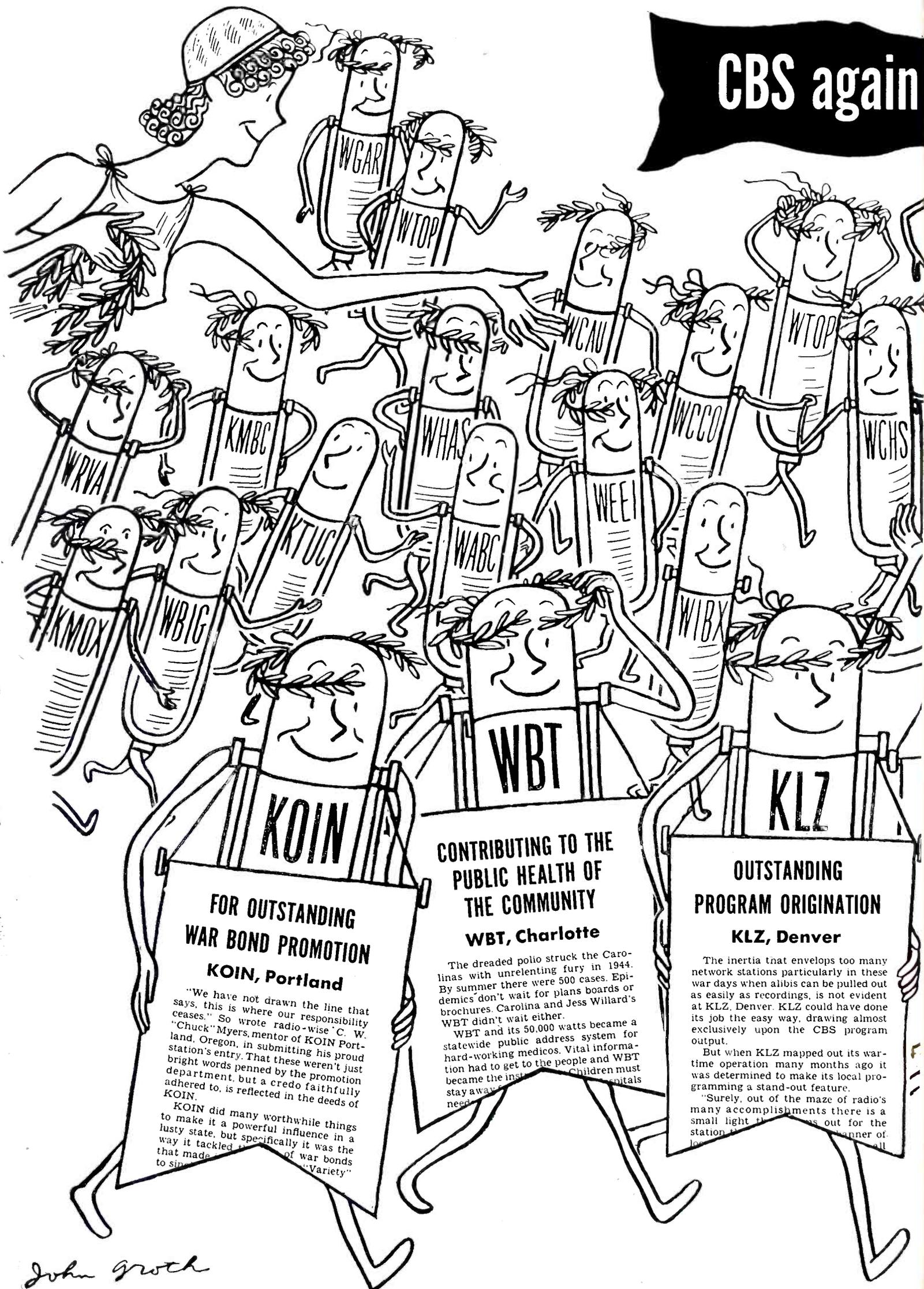
# FADA Radio

OF THE FUTURE

*Famous Since Broadcasting Began!*

FADA RADIO AND ELECTRIC COMPANY, INC., LONG ISLAND CITY, N. Y.

# CBS again



## FOR OUTSTANDING WAR BOND PROMOTION KOIN, Portland

"We have not drawn the line that says, this is where our responsibility ceases." So wrote radio-wise C. W. "Chuck" Myers, mentor of KOIN Portland, Oregon, in submitting his proud station's entry. That these weren't just bright words penned by the promotion department, but a credo faithfully adhered to, is reflected in the deeds of KOIN.

KOIN did many worthwhile things to make it a powerful influence in a lusty state, but specifically it was the way it tackled the promotion of war bonds that made it stand out. "Variety"

## CONTRIBUTING TO THE PUBLIC HEALTH OF THE COMMUNITY WBT, Charlotte

The dreaded polio struck the Carolinas with unrelenting fury in 1944. By summer there were 500 cases. Epidemics don't wait for plans boards or brochures. Carolina and Jess Willard's WBT didn't wait either.

WBT and its 50,000 watts became a statewide public address system for hard-working medicos. Vital information had to get to the people and WBT became the instigator. Children must stay away from public playgrounds and hospitals need to be kept open.

## OUTSTANDING PROGRAM ORIGATION KLZ, Denver

The inertia that envelops too many network stations particularly in these war days when alibis can be pulled out as easily as recordings, is not evident at KLZ, Denver. KLZ could have done its job the easy way, drawing almost exclusively upon the CBS program output.

But when KLZ mapped out its wartime operation many months ago it was determined to make its local programming a stand-out feature.

"Surely, out of the maze of radio's many accomplishments there is a small light that shines out for the station that has out for the betterment of the community in the manner of local programming."

John Grock

# leads the SHOWMANAGEMENT field....



Right on the heels of the 1944 duPont Awards to WJR and WTAG for their outstanding community service, *Variety's* nationwide Showmanagement Awards testify in striking volume, variety and quality to the public-mindedness, ingenuity and energy of many other CBS stations throughout the land.

For in 7 classifications, *stations of the Columbia Network won four major awards.*

Three of them were the *only* winners in their respective classes.

The next network (NBC) was represented by a total of three stations cited. The next (MBS) received two citations. Two other networks (BNC and CBC) received one each. And one independent station was honored.

What is more, a Special Citation was aimed three ways at Arthur Godfrey, and CBS stations WABC, New York and WTOP, Washington, thus upping the CBS stations honored to 6 out of a total mention of 14.

And just to round up the rest of the honors won by CBS stations, the judges specially "highlighted" the achievements of—

**WEEI Boston • WIBX Utica • The West Virginia Network (of which WCHS Charleston, WPAR Parkersburg, are CBS affiliates) • WRVA Richmond • KMBC Kansas City WHAS Louisville • WCCO Minneapolis-St. Paul • WCAU Philadelphia • WTOP Washington • WGAR Cleveland KTUC Tucson • WBIG Greensboro • KMOX St. Louis**—for a total recognition (unduplicated) of *19 stations on this Network.* That is *genuine* leadership.

In the 12 years since *Variety* started these annual Showmanagement reviews, Columbia stations have received 40 major awards out of a total of 110 conferred.

That is *consistent* leadership.

To the winners, to the "highlights," and to the runners up, CBS extends its proud congratulations.

**This is CBS . . .  
the Columbia Broadcasting System**



# RADIO TELEVISION JOURNAL

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Editor

NATALIE A. RAPP.....*Editorial Associate*  
 JOSEPH M. OXENHORN.....*Technical Editor*  
 B. F. HOLLEY.....*Washington Editor*  
 JIMMY KENT.....*Merchandising Editor*  
 PATRICIA McKEE.....*News Editor*  
 FRED MERISH.....*Management Editor*  
 GORDON CHAMBERS.....*West Coast Editor*  
 E. H. COOKE.....*Canadian Editor*  
 ROBERT E. DITTON.....*Art Editor*  
 BETTY BORIN.....*Circulation Manager*

### ALEX H. KOLBE

Publisher



#### This Month's Cover . . .

*This month's cover shows part of the interior of Briggs and Briggs record store. In the article: "How to Sell Records to College Students" on page 27, you will learn the secret of Briggs and Briggs' success.*

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**Number**  
4



39 MILES OF RCA  
TUBE ADVERTISING  
IN 1944 ALONE!

*A Policy that Means More Business for You*

**T**AKE every ad about RCA tubes that reached industry, the trade, and the public during 1944.

The total area of all those ads would be equal to a billboard, 20 feet high, running for 39 miles! Talk about advertising wallop! There's a program designed to do a real job...to set your stage for postwar profits.

Eight and a half million ads...each a powerful message to tube customers. Over four million square feet of *selling*, building your future RCA sales. And the "billboard" is still growing, mile after mile.

No wonder it will be easier for you to sell RCA tubes. No wonder it will be more profitable.

**THE FOUNTAINHEAD OF MODERN TUBE  
DEVELOPMENT IS RCA**

For with RCA's manufacturing skill and merchandising support behind you, you can't miss. You *know* your customers will want RCA. Sure, the RCA "billboard" is big...your postwar profits on RCA tubes will be big, too!

Listen to "THE  
MUSIC AMERICA  
LOVES BEST,"  
Sundays,  
4:30 P. M., EWT,  
NBC Network



62-6636-91

**RADIO CORPORATION OF AMERICA**

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY... In Radio... Television... Tubes...  
Phonographs... Records... Electronics

# Editorially Speaking

MAL PARKS

Editor

Alex H. Kolbe

Publisher

**I**N this column we have frequently discussed the types of competition which radio retailers will face during the postwar era. This month I would like to call your attention to what, in the opinion of many, is one of the most dangerous threats to all retail operators. I refer, of course, to the tax-exempt cooperative stores.

**T**HE problem presented by these cooperative stores is as much political as it is economical. The tax-exempt provision allows co-op stores to refund their members rebates of as high as ten per cent on their entire year's purchases. This means that any attempt to make co-op stores pay their own way by taxing them has explosive possibilities.

**I** HAVE examined the cooperative movement very closely and I feel that it imposes an unfair burden on the average radio retailer. Unfortunately, not enough people know that co-ops today are "big business," operating giant organizations, making hundreds of millions of dollars profit which are *not taxable*.

**W**HEN we consider that one of the most efficient marketing organizations in the country, the A & P food stores, nets less than 2 per cent after taxes, it is easy to see that the big dividends now paid by cooperatives would not be there if they carried their fair share of our tax burden.

**I** DO NOT believe that Congress intended the tax-exemption feature to be used to build the intricate system of co-op holding companies which now exists. We have a situation today where national co-ops own the regional groups and regional groups own the local outfits. Millions of dollars of tax-free profits are used by these giant holding companies, not only to purchase at a better price than the tax-paying retailer, but also to buy out tax-paying manufacturers, distributors and retailers, thus increasing the burden shared by the tax-paying retailers who are left.

**I**T seems to me that our industry should be in the forefront of a movement designed to persuade Congress to reappraise the tax-exempt provisions of the present co-op law. When the terrific postwar battle for the consumer's dollar begins we will be at a disadvantage if we have to compete with tax-exempt co-op stores which, in a growing number of recent statements, have declared they will be in the radio business in a big way.

Mal Parks

Your Future  
with  
**PHILCO**

# First in Public Acceptance!

**The 17,500,000 Philco radios in the homes of America are a sales asset unapproached in the industry!**

The evidence is pouring in today. Survey after survey shows that Philco is the radio that post-war America intends to buy... *by an average of 3 to 1 over any other make!*

Yes, America looks to Philco, the leader, for the newest radio and phonograph developments, for the finest quality, the greatest values. And by the same token, America is waiting to pour its radio dollars into the cash registers of Philco dealers.

That's *leadership in consumer acceptance*, Mr. Radio Dealer

... and there's no quick, easy way to reach it. It can't be bought overnight by advertising and sales promotion. It's built up over the years by sales and *satisfied customers!*

The 17,500,000 Philco radios in the homes of America are by far the largest and most loyal replacement market in the radio industry. And it's a matter of simple business logic that the easiest product to sell, the one that gives you the quickest turnover and the biggest profit, is the product the public wants to buy.

*And remember... it's PHILCO by a landslide!*

*After Victory, Look to*  
**PHILCO** *for Leadership!*

---

# The Shape of Things to Come . . .

---

## Electrical Can Opener Perfected

A miniature electric motor has been developed to be added to the postwar models of the wall bracket can opener. The handy gadget will eliminate entirely the cranking now necessary and will make the contents ready for service at just the push of a button.

•

## Motors for Scissors

Another mechanical marvel designed to speed and ease the cutting operation in home sewing will be a tiny motor attached to the moveable blade of electric scissors. This propels a cutting blade against a stationary one and insures quick snipping no matter how bulky the material.

•

## Ladders of Aluminum

One of the first new aluminum products predicted for the postwar period is a safety ladder made in single, double and triple extension lengths. It will be much lighter than the wooden models and take up considerably less storage space.

•

## Synthetic Rubber Developed

A recent improvement in synthetic rubber now permits the production of a silicone which in many ways surpasses the natural. Able to withstand heat, and impervious to the effects of oil, grease and cleaning fluids, this product will find many uses in postwar manufacture of such items as golf balls and bathing caps and will, in addition, have many commercial applications.

## Concentrated Fruit Juices

Super concentration of fruit juices into handy tablet form will enable you to carry your morning orange juice with you. By just adding water a palatable drink with most of the benefits of the whole fruit can be obtained.

•

## Ceramic Stove Developed

A ceramic stove, originally developed as a "Victory Model" substitute for the all-metal range, should prove to be a powerful competitor when peace returns. Based upon Swedish models, the "Agamatic" ceramic range has but 80 pounds of metal in it, compared to 800 pounds in the usual stove. And given ordinary care, ceramic stoves should prove practically indestructible.

The "Agamatic" requires but 10 pounds of chestnut, anthracite or pea coal a day, and it has an automatic coal filler. Firebox, ovens, and all working parts are insulated in rock wool. One top plate has a top temperature of 725 degrees F., and can boil two quarts of water in five minutes; another is a simmering plate at 460 degrees F. One baking oven can give a heat of 500 degrees F.; a slow-baking oven 240 degrees F.

•

## Paper Strong Wet or Dry

A war developed paper, now used almost exclusively for maps and charts for the armed forces, will undoubtedly come into more general use in the postwar era. Filters for drip coffee makers will be one practical use for this new substance which is as strong wet as it is dry.

## Electronic Baking Machine

The electric baking machine produces crustless bread for those that like it. A conveyor belt carries bread pans or pastries past a battery of infra-red ray lamps of proper strength to bake the bread. One of the features of infra-red heating is that the heat is applied evenly throughout the loaf instead of from the outside inward. If a bread with crust is desired the loaf must spend a few minutes in an old-fashioned oven.

•

## Light the New Cigarettes Without Matches

A new cigarette which may eliminate the use of matches has been invented, but the size of its possible market is still a question. It has an extra tip which contains the ingredients of a safety match. Rubbed on a striking surface it bursts into flame in exactly the same way as does the safety match. It is claimed that the flavor is not affected.

•

## New Design for Safety Razors

A safety razor has been designed that incorporates a built-in mirror and magnifying glass to enable the shaver to determine and regulate the closeness of his shave.

•

## Textiles from Peanuts

A new synthetic fiber developed from peanuts looks somewhat like wool, but is of importance commercially to add warmth, resilience and crease resistance to rayon and cotton mixtures.

# Clarion RADIO



*Ready for the  
Trade Winds*

Let the demand veer where it will, CLARION RADIO will cover every point on the consumer compass. Whether it's a deluxe radio-phonograph combination to grace the finest living room . . . a smart portable for the bedroom or den . . . or a sparkling midget for the kitchen or bath . . . CLARION RADIO will offer a wide choice of beautiful AM and FM models. Yes, and television too when people are ready to buy it.

In CLARION RADIO your customers will recognize a familiar old name that has earned

a reputation over the years for quality and superb performance.

The CLARION RADIO merchandising plan is aimed at volume sales and quick turnover. If you are interested in the great middle market where price and quality must meet, it will be to your interest to investigate the CLARION RADIO dealer franchise. Write for the name of your distributor.

**WARWICK MANUFACTURING CORPORATION**  
4640 West Harrison Street • Chicago 44, Illinois

**PROVED QUALITY FOR 23 YEARS**

# Our Readers Write



Dear Mr. Merish:

We are a subscriber to your magazine and I am very much interested in your articles that appear each month.

I am desirous of obtaining back copies of all your articles, pertaining to bookkeeping problems. What can you do for me?

Kindly let me know if this is possible; also cost of same and I will remit check.

I intend to put these into a loose leaf binder for future references.

Your prompt reply will be appreciated.

Very truly yours,  
**Ruth Korinek, Auditor.**

**State Music Company,  
2172 Grand River,  
Detroit 1, Michigan**

\* \* \* *Answering for Mr. Merish who is away on a field trip getting material for more of his practical, on-the-spot articles, your Editors were agreeably surprised at Miss Korinek's request. We had not considered reprinting Mr. Merish's articles in booklet form, but would be glad to do so if enough readers request this service. Therefore, if you, too, would like to get such a booklet, please write to us immediately so that we can get to work on the job.*

Dear Mr. Parks:

I have a request from my nephew who is doing a grand job with Patton's Third Army, for the "Radio Television Journal," which I think is doing a grand job for the radio servicemen under the conditions of today.

Please forward a year's subscription to him and send the bill to me.

Thank you,

**G. Harold Taylor.**

**1124 Mt. Carmel Avenue,  
North Hills, Penn.**

\* \* \* *It was a real thrill to receive Mr. Taylor's letter with those mighty nice compliments about Radio Journal. When you think of it, it really is something when one of our soldiers over-*

*seas likes a magazine enough to write to have it sent to him. It just makes us all the more determined to make your Radio Television Journal worthy of the job which these boys themselves are doing. And, Mr. Taylor's grand letter gives us another occasion to emphasize the fact that we do not charge for any subscriptions sent to our fighting men overseas. We want everyone of you to feel free to list the names of relatives, employees or friends who are interested in the radio business and whom you feel would like to receive copies of Radio Television Journal. You send us their names and we'll see that they get copies.*

Dear Mal:

Will you please send me six copies of both your January and February, 1945, issues? Please bill us for these copies.

I would appreciate all speed and dispatch as I need certain of the figures contained in your articles for a sales meeting which we are to have in the near future.

Regards,

**H. S. Maraniss.**

**Columbia Wholesalers, Inc., of  
New England,  
584 Commonwealth Avenue,  
Boston, Massachusetts.**

\* \* \* *One of the reasons why your Radio Television Journal has grown to such a preeminent place in the industry is that the untiring efforts of good friends such as Mr. Maraniss have introduced it to a growing number of radio dealers throughout the country. We are indeed always happy when any of the editorial material we prepare for you is worthwhile enough to be used in sales meetings such as the one about which Mr. Maraniss writes. It has been interesting to us that more and more organizations have asked for reprint rights etcetera on material which first appeared exclusively in your Radio Journal. These requests range from that of a manufacturer who re-*

*printed 47,000 copies of the feature articles in one of our special issues down to requests for extra copies from our good dealer readers who need it to pass along to a friend. We deeply appreciate these opportunities to serve you and hope that we may continue to merit them during the time to come.*

Dear Mal:

Here's something else of a convenience I would like to pass along to servicemen through your splendid Journal.

Servicemen do too much standing while at their work . . . there just doesn't seem to be any way we can avoid it . . . but we can do something to keep our feet from becoming so all fired broken down when evening comes. . . .

Here's what I did about it. I paid \$4.95 for a cocoa mat . . . a good big one . . . to try standing on it to do my work. It worked out so well, I bought another one for my serviceman.

A soft rubber mat is cold and friction is very tiring on your feet. A harder rubber mat is cold in Winter and hot in summer. The cocoa mat is most certainly comfortable beyond imagination. . . . Yes, it may wear out in a year, but think of the comfort in the meantime? But it may last several years. We'll see.

Yours very truly,

**A. S. Magee.**

**Magee Radio Service,  
Bethesda, Maryland**

\* \* \* *We wish there were more servicemen like Mr. Magee, who so kindly shares his idea with our other readers. We know from experience that hundreds of similar, practical ideas are constantly being developed and we also know that these same ideas would be of real value to the industry. We would like to make your Radio Journal the clearing house for such ideas and will pay \$1.00 for all such ideas sent in and accepted.*

# There's No Guesswork About this Franchise!



## Sonora

WILL DELIVER

# 37

**NEW RADIO AND  
RADIO-PHONOGRAPH  
MODELS!**

Wide-awake dealers want *more* than merely the assurance of merchandise when Uncle Sam gives the word for the manufacture of civilian radios. These alert merchants wisely want evidence *now* that the lines they sign up for today will give them maximum volume with the least selling expense or effort when the free for-all competition begins.

That's why the Sonora franchise will be meeting with such wide favor with the keenest retail radio merchandisers in the country. SONORA's cards are all on the table—face up! We're all set to go with 37 sure-fire models. A *complete* line with a capital "C"—including every kind and type of radio in the big demand brackets—from deluxe F-M combinations straight through to compact portables.

Every one designed and engineered to meet every taste, every purse, every use. And every

SONORA Radio—regardless of size—will be distinctive for its famed "Clear As A Bell" tone. This means a clear-cut selling edge over competition—because when all is said and done—**TONE CINCHES THE SALE!** And when it comes to *tone*, remember—SONORA has been associated with tone engineering for more than 30 years! In eye-value and tone-value, *every* SONORA must and will be the best in its price class.

### GET THE FACTS!

Sonora looms as the big competitive line! Regardless of where your store is located or its size, it will pay you to investigate the protection and assurance the SONORA Franchise will give you. Contact your nearest SONORA Distributor, or write to Sonora Radio & Television Corporation, 325 North Hoyne Avenue, Chicago 12, Illinois.

**Sonora**  
*Clear as a Bell*

HOME ENTERTAINMENT AT ITS BEST

RADIOS • TELEVISION SETS • RECORDS • PHONOGRAPHS • RECORDERS



## Washington Report

### **Rationing to End Only When Supply Meets Demand**

According to the latest Allied strategy, there may be no V-E Day; fighting in Europe may slacken gradually to a complete standstill in the Bavarian mountains. Production for war goods, however, will continue to be all-out, for Washington experts feel it is better to have too much than front line shortages. Inflation controls will not be guided by any particular V-E Day either; the key to the situation will be the supply of goods available. Rationing will be dropped only when the supply meets the demand. Price ceilings will remain in force a few months after this period has been reached, to make sure the sudden flood of buying doesn't upset the balance and re-create shortages.

### **Construction of New Electrical Service Extensions Restricted**

Further restrictions in Amendment U-1-f have been laid on the construction of new electrical service extensions that can be made without specific approval from Washington. Increasing shortages in both manpower and materials are responsible for the new restrictions, according to Edward Falck, OWU Director.

### **Spot Authorizations of Steel and Copper Allotments Cancelled**

All allotments of steel or copper previously obtainable under spot authorization has just been cancelled by the WPB. The cancellation ap-

plies to the second quarter of this year.

### **Civilian Use of Copper Wire Limited by WPB**

Because of the critical need of the armed forces for a sharply increased supply of field wire, the WPB has suspended the regulation that permitted retail stores to purchase copper wire for sale to civilians. It has also amended the regulation that provides copper wire for use by civilian repair shops. Industrial procurement under CMP-9A is not affected.

### **Radio Repairmen Must Keep Time Records**

Radio repairmen must keep a detailed time record of work done on radios. Such shops must also give time invoices to customers when repair charges are based on an hourly rate, according to OPA regulations.

### **Herman S. Hayes Appointed Consultant to Service Trades Price Branch of OPA**

Herman S. Hays, manager of field service engineering for the Philco Radio and Television Corporation, Philadelphia, has been appointed a consultant of the Service Trades Price Branch, the Office of Price Administration announced.

---

The Washington Report is brought to you each month from the on-the-spot vantage point enjoyed by your Washington Editor,  
**B. F. HOLLEY**

Mr. Hays, who will serve on a part-time basis, will advise OPA's national office chiefly on matters relating to radio and household appliance repairs.

### **OPA Pricing Postwar Radios**

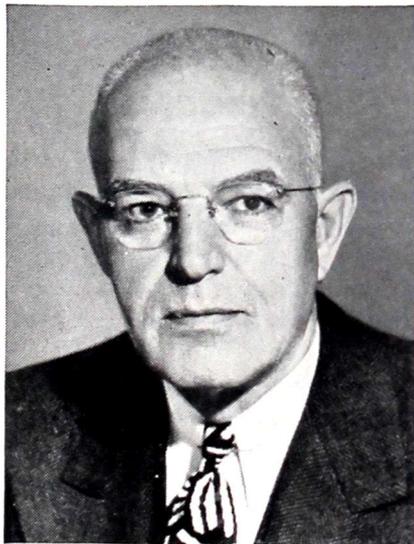
The OPA is devoting much of its time to serious planning for the prices of radios in the immediate postwar period. It is still too early to predict the exact date when reconversion will become feasible, and this time may not arrive until the defeat of Japan is accomplished. If Japan were to capitulate suddenly within the near future, it would wreak havoc with our present economic set-up which is totally unprepared for peace.

The OPA has declared that the most dangerous period to fight inflation will be the year following Germany's defeat. During this time such goods as radios, refrigerators and so on will begin to reappear on the civilian market, and the OPA hopes to follow a middle of the road program in pricing and distributing such goods.

### **WPB Issuing Advance Authorization to Commercial Users of Motors**

To allow commercial type electric motor manufacturers more time to plan their schedules, WPB will give motor users advance authorizations to purchase for two quarters under Amendment L-341. Previously, advance authorizations were granted for only one quarter, officials explained.

**A**  
**Friendly**  
**Warning**  
**TO RADIO**  
**DISTRIBUTORS AND**  
**DEALERS FROM**  
**Stewart-Warner**



*F. A. Hiter*  
Senior Vice President

**STEWART-WARNER CORPORATION**



**CHICAGO 14, ILLINOIS**

**THERE WILL BE** a great demand for radio sets—regardless of make—in the first months of the postwar period.

As soon, however, as this immediate business is taken care of, the public will return to its customary buying habits and demand the best-known, trade-marked, nationally advertised sets, as always.

See what happened following the first World War. In the period between 1922 and 1929, 886 separate and distinct lines of trade-marked radio receiving sets were put on the market, according to authoritative figures. 742 of them are out of business today!

Dealers who spent their money and their efforts on these 742 lines probably were exceedingly sorry, in most instances!

As for Stewart-Warner (a \$50,000,000 institution which, records show, has spent over \$25,000,000 in advertising), we intend to occupy a leading position in the radio industry, as we have done continuously for more than 20 years.

Since Pearl Harbor, we have devoted our large radio production facilities entirely to radar, radio and communications equipment for our armed services.

During the course of this work, we have developed many new and interesting features which can and will be incorporated in our postwar sets.

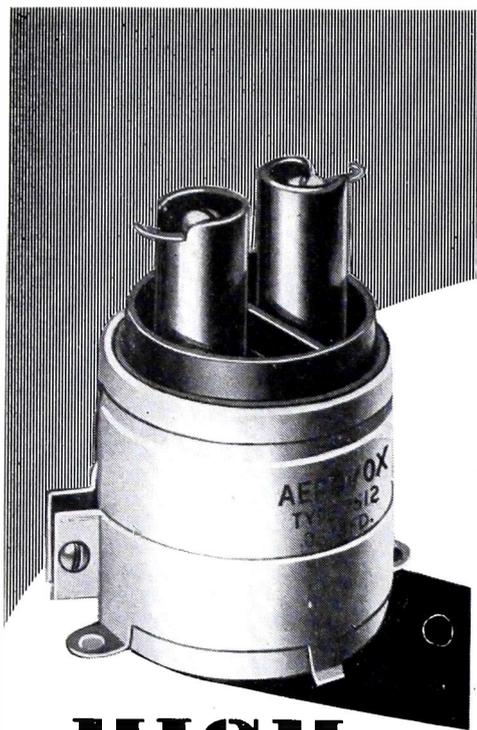
However, the point of this message is a word of caution to all our friends in the radio distributing field.

If you can't get the postwar franchise you want from Stewart-Warner, tie up with a substantial, well-known, experienced radio manufacturer who believes in advertising, and who has a proved record of performance behind him.

Business in the postwar era will, no doubt, be good—for the man who exercises caution and good judgment *now*.

# 25 YEARS AGO IN THE JOURNAL

Interesting Items Culled from the April, 1920 Issue of the JOURNAL



## HIGH-VOLTAGE requirements

● Aerovox Type 12 is an immersion-proof oil-filled paper capacitor designed to meet high-voltage, high-altitude operating requirements. Particularly suitable for high-voltage circuit applications such as in television, cathode-ray tube power supplies, high-voltage rectifier circuits, aircraft transmitters, or as a high-voltage by-pass capacitor. Note barrier in bakelite top. This further increases insulation and creepage path between terminals.

**AEROVOX TYPE 12 HYVOL**

Supplied with adjustable mounting ring for vertical mounting. For certain less critical applications, ceramic insulators may be removed and unit used without them.

Voltage ratings from 2000 to 7500 volts d.c.w. Capacitances from .01 to 2.0 mfd., depending on voltage. For high-voltage high-altitude operation, particularly aircraft, units can be had with special porcelain cover and single, taller insulator pillar terminal with corona shield.

● Write for Literature . . .

**AEROVOX**  
Capacitors  
INDIVIDUALLY TESTED

AEROVOX CORP., NEW BEDFORD, MASS., U. S. A.  
In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.  
Export: 13 E. 40 St., New York 16, N.Y. Cable: 'ARLAB'

Your Editors inquire whether you ever stop to think that each day you keep a record adds to the cost of it. A record that is kept a month gives you less profit than a record that you only keep a week. Figure out your overhead on record maintenance and sell your records promptly.

\* \* \*

**N**OW that the war is over the problems of the phonograph dealer are dramatically changed according to the lead article in the April, 1920 issue. During the war merchandise "sold itself." The dealer who could pick up the telephone, cajole and brow-beat his jobber into delivering the goods could then sit back and relax. The serpent is crawling into this Eden, however. The flow of production is gradually but steadily rising to its normal level. This coupled with the readjustment of financial conditions will enable the big companies in the near future to establish progressive dealers in any territory that they feel is not being effectively covered. The dealer who fails to realize that from now on he must actively and persuasively represent his products will be pushed to the wall. Many dealers entered the business during the war and have no understanding or experience of "normal" conditions. Others have carelessly assumed that their problems can be solved by such questionable practices as cut-rates, over-long installment accounts, and the whole deck of similar petty devices. Reputable manufacturers will not submit their merchandise to such cheap tactics. Now is the time for the phonograph dealer to analyze the trend of the times and to prepare bold and progressive plans to cope with the problems ahead and take advantage of the opportunities offered in his business.

\* \* \*

*H. E. Speare is asked whether "... there is any particular job around a talking machine store for a returned war hero" who is partially disabled. Here it is not only a matter of helping the veteran but also helping him to help himself. Both the store and the veteran will profit if he is assigned a job that is not only within his capacities but which also utilizes those capacities to the full. Mr. Speare suggests that, "Looking up bad accounts, collecting when necessary . . . taking payment when your customers bring money to the store, and if he is mechanically inclined he could be studying your motors, so that every instrument before it leaves the store would be looked over and adjusted by him."*

\* \* \*

Columbia distributors in the Pennsylvania territory recently held a dealers' meeting at Reading, Pa. R. H. Woodford, salesman covering the Reading territory, presided. His brief opening address was followed by an analysis of good advertising methods by N. J. Wilcox, sales manager. Mr. B. W. Jennings then spoke on how dealers' service can build up goodwill and profitably stimulate the interest of prospects in music. After a short talk on collections by E. A. Mannings, Mr. W. A. Schreiner closed the meeting with a short explanation of how dealers can best take advantage of Columbia advertising.

\* \* \*

As "Fitzgerald, the Victrola Man," William J. Fitzgerald is successful beyond his most optimistic anticipations with his new Victrola Shop at 110 Tremont Street, Boston. Mr. Fitzgerald has been shrewd enough to devote his efforts to cornering a particular section of the trade and this trick of specialization is proving profitable.

(Continued on page 30)



**tru·base**

REG. U. S. PAT. OFF.



**restores the "lost" bass tones**

**"Big Set" Tone in "Compact" Sets:**  
in Olympic's "tru-base" system, new electronic principles replace—within the electrical circuit—the rich bass tones . . . heretofore "lost" in all but large, costly consoles. By restoring true resonance to the bass register, "tru-base" releases "ear-balanced" realism throughout the entire tonal scale. "tru-base" will be available in modestly-priced, brilliantly styled Olympic table sets and radio-phonograph combinations. Register your interest by writing to: Olympic Radio & Television, 510 Sixth Ave., New York 11.



and only **Olympic** has "tru·base"

RADIO & TELEVISION

DIVISION OF HAMILTON RADIO CORPORATION



BOND GEDDES  
Exec. V. P.

R. M. A.



NEWS



R. C. COSGROVE  
President

R.M.A. News is published monthly for the purpose of developing better understanding between Mfrs. and Dealers.

### U. S. and Canadian RMA Boards, Officers and Officials Plan Joint Meetings on War Program

Promoting war production of radio-radar equipment will be the principal topic of joint meetings which will be held at Montreal, April 25 and 26, by high officials of the U. S. and Canadian governments, with the two Boards of Directors and officers of the American and Canadian Radio Manufacturers Associations. Mutual problems of the war program and of the American and Canadian industries will be discussed together with further cooperation between the neighboring RMA industry organizations.

The joint meetings, to be held at the Mount Royal Hotel, Montreal, are upon the invitation of the Canadian RMA through its President, Mr. R. M. Brophy. The Canadian invitation was accepted recently by President R. C. Cosgrove and the RMA Board of Directors, and will include regular but joint meetings of both Boards of Directors, together with a formal dinner on the evening of April 25.

All of the U. S. officials will participate in both the American and Canadian RMA Board meetings, together with officials in comparable positions in the Canadian government.

### FM Report May Be Delayed

Latest reports from the FCC are that the revised allocations report covering FM and other services may not be issued before late April. Officials said they are trying to get out the final postwar allocations schedule "before May 1."

### Radio Industry "Loaded" with War Orders

Radio-radar production for military services is now at a peak with the industry "over-loaded" on some items, RMA is advised by high officials of the WPB and Signal Corps. One of the major reasons for current large demands is that the military services are restocking European supply depots stripped during German counter advances into Belgium and western Germany in mid-winter. Direct shipments by manufacturers to seaboard ports are greatly increased.

### New OPA Regulation On Component Pricing

OPA issued last Monday, March 26, a revised Machinery Regulation No. 136 covering pricing of all electronic components, parts, accessories and tubes and revoking the old parts Schedule No. 84. The component pricing procedure was transferred under the Regulation, effective March 31, from the Radio Unit of the Consumers Durable Goods Branch to the Electrical Equipment Section of the Machinery Branch.

Copies of the new Machinery Regulation No. 136 have been sent to all RMA members, and early meetings of the OPA radio industry advisory committees are planned in connection with the new procedure and pricing rules.

Procedure for receiving sets, also cabinets, remain under the Radio Unit of the Consumers Durable Goods Branch and subject to Maximum Price Regulation No. 188.

The new Machinery Regulation No. 136 also is applicable to used, second-hand equipment and applicable to sales of electronic components by the service trades.

### OPA Orders Time Checks On Radio Repair Shops

Authority has been granted OPA's nine regional offices, effective March 19, to require radio and other repair shops charging an hourly rate to customers to give detailed invoices in all cases and to keep detailed time records.

Acting on complaints that some repair shops are charging exorbitant prices to repair radios, electric irons, washing machines, refrigerators, vacuum cleaners and other household equipment, OPA said the new requirements will provide a check on time charged customers against time actually used on repair jobs. Repair prices generally are frozen to their highest March, 1942, levels under the service regulation.

### Civilian Radio Needs Included in WPB Survey

For the fourth time since the war began civilians will be asked as to their requirements for radios and radio repairs as part of a consumer inquiry covering various household appliances. The survey will start Monday, March 26, and be made by the Census Bureau under direction of the WPB office of Civilian Requirements.

The survey, so far as radio is concerned, will be similar to the third spot-check made in April, 1944, and reported on last June.

One new question to be asked housewives is whether they have had any trouble getting their radios repaired since January 1, 1945. Other questions will cover the number of radios in the household, excluding auto sets, the number of sets (second-hand) purchased since the last survey, and will seek to determine the market for new sets.



Feast your eyes on this mighty, 100-passenger airliner! When peace comes, a giant fleet of its sister ships will girdle the globe for Pan American World Airways. And in each of them will be the best electronic devices to come out of the war, equipped with famous Raytheon high-fidelity tubes!

Raytheon tubes have been used for years by Pan American, and it is because of their proven performance, fine reception and complete dependability that they were selected to play such a vital role in this great company's future operations. The assignment is but one of hundreds of postwar applications for which Raytheon tubes have been specified by America's radio and electronic industries.

When tubes are more readily available for civilian use, Raytheon will offer radio service dealers the *finest* tubes in its history . . . tubes combining long prewar experience with outstanding wartime development. And that's not all. They'll be backed by a Raytheon merchandising program that will be the most *beneficial* ever offered you. Keep your eye on Raytheon . . . for greater postwar profits!

*Increased turnover and profits . . . easier stock control . . . better tubes at lower inventory cost . . . these are benefits which you may enjoy as a result of the Raytheon standardized tube program, which is part of our continued planning for the future.*



**Raytheon Manufacturing Company**  
 RADIO RECEIVING TUBE DIVISION  
 Newton, Mass. • Los Angeles • New York • Chicago • Atlanta

**RAYTHEON**  
*High Fidelity*  
**ELECTRONIC AND RADIO TUBES**



All Four Divisions Have Been Awarded Army-Navy "E" With Stars

Listen to  
**"MEET YOUR NAVY"**  
 Every Saturday Night  
 ENTIRE BLUE NETWORK  
 Coast-to-Coast  
 181 Stations

DEVOTED TO RESEARCH AND THE MANUFACTURE OF TUBES FOR THE NEW ERA OF ELECTRONICS

Now is the time for the radio dealer to make his plans for tomorrow. Now is the time for him to ask and answer such questions as: How shall I increase my steady clientele? To what extent should my store be modernized? What additional services can I profitably offer my customers? How shall I solve the postwar personnel problems that will arise . . . what about employing veterans, disabled veterans? Are my service charges precise? Are there any services I can offer free that will profitably build good will?

A community survey is an excellent source of constructive suggestions that will answer many of the radio dealer's questions. This may be done by house-to-house canvassing. A method that is in many respects even more effective and which requires less expenditure of time is the "suggestion contest." An advertisement can be inserted in the various local papers announcing prizes for practicable ideas for the improvement of the service rendered by the radio dealer. The public may be specifically guided by listing in the announcements such questions as: Do you prefer home or shop service for radio repair? What particular conveniences would you like to see installed in the store? Have you any ideas on the modernization of the exterior of the store? Do you feel that service charges are appropriate? Are there any special services which you would like that are not now rendered?

Prizes for acceptable comments and ideas may be from \$1.00 up, depending on the particular idea submitted. And, of course, the dealer should not forget to state that he is sole judge of what is acceptable.

Such a contest will not only produce valuable information for the dealer but will also be a form of advertising. In addition, good will is built up among the winners of the prizes.

One of the problems that cannot be solved by such surveys, however, is that of the returning veterans, particularly those disabled. The vast majority of disabled veterans will be

# Plan Your Sales Future Now

by

**JIMMY KENT**

*Merchandising Editor*

perfectly capable of holding jobs suitable to their particular disability. It is not only a patriotic gesture to help fit these men into the normal pattern of living, it is an economic necessity. In the long run, communities that offer appropriate opportunities to their returning soldiers will benefit greatly. Many of them, with and without previous experience with the mechanics of radio, will be interested in obtaining radio service jobs. The radio service-dealer can profitably employ and train these men at the same time. Brief demonstration classes can be held once or twice a week. And the veterans can be responsible for the preliminary checkups of incoming sets . . . examining the tubes . . . probing for loose connections . . . tackling everything except the actual current checking. Then, too, after the set is repaired by the serviceman, the veteran can replace the chassis in the cabinet, a time-saving arrangement which will relieve the shop repair force.

In this way veterans will learn the theory of repair and at the same time acquire practical experience and manual dexterity. Over a period of time such men will become invaluable assistants.

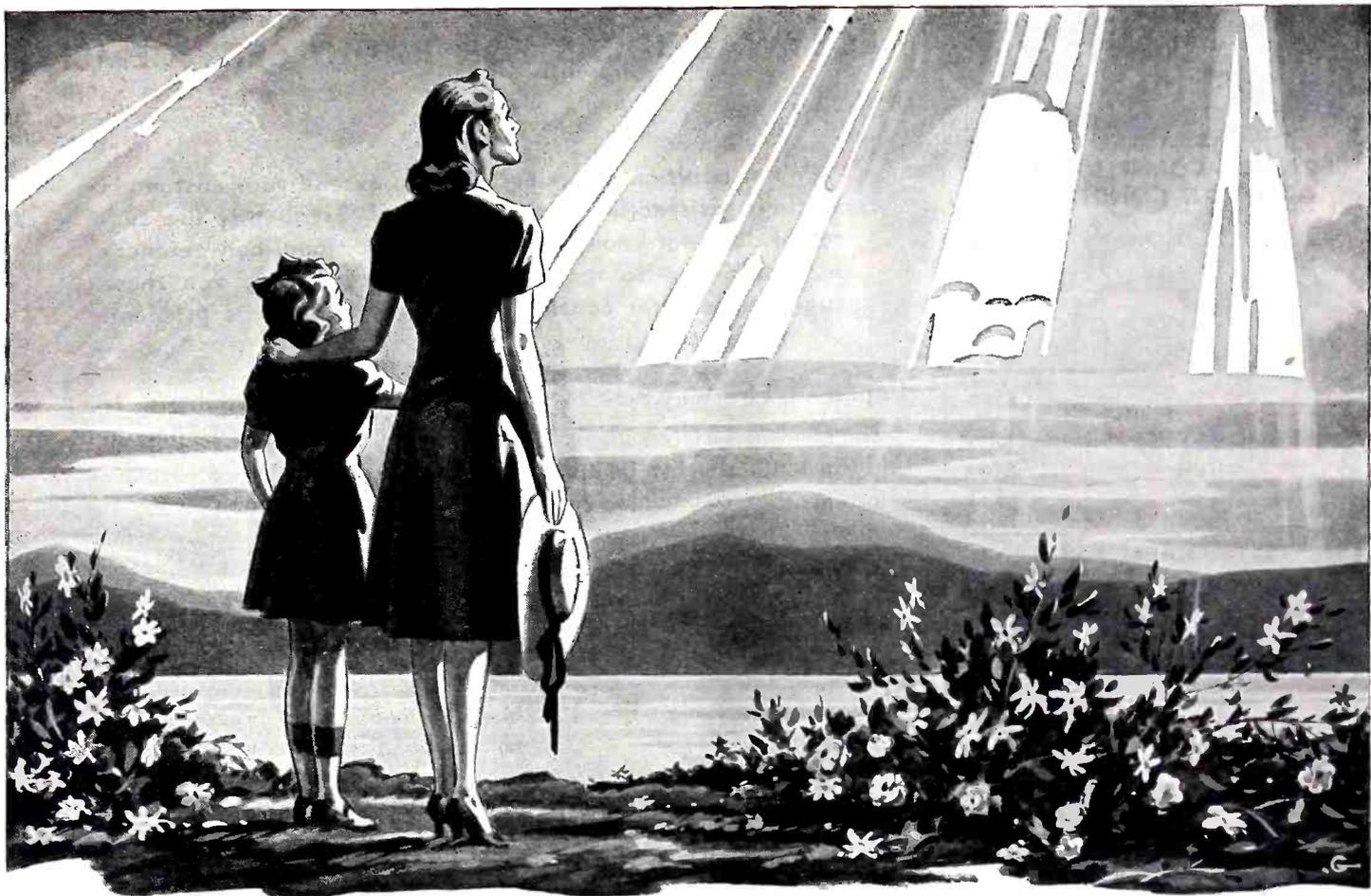
Incidentally, it will be profitable for the radio dealer to remember that

returning soldiers will also be potential customers. Many of them either already married, or planning to marry upon their return, will set up their own households. As a gesture of good-will, one way to acquire their patronage would be to check over any portable brought back by a member of the Armed Forces after X-day free. If it is not in working condition, he can repair it, charging only for the replacement parts, not for his time.

Furthermore, during the first few weeks after their re-establishment in the community, the radio dealer might call on the soldiers and their families. Such a call would be merely to convey his good wishes and offer congratulations on the homecoming warrior's safe return. At that time there should be no direct sales appeals; it should be just a very informal "welcome" call. Such visits, however, will bear fruit. Many of the returning soldiers thus visited will turn to the radio dealer both for servicing and for new radios.

The radio dealer can further enlarge his clientele by contributing to the modernization plans of various other merchants, jewelers, department stores, restaurants, dress shops, etc. Many such establishments will benefit greatly by including public address systems or similar inter-communication devices in their modernization designs. Not only the initial installa-

*(Continued on page 36)*



# IT'S SPRING...

## *and the Plants are Booming!*

**N**O, THAT'S NOT A TYPOGRAPHICAL ERROR. We're not speaking of the agricultural variety of plants. We mean WAR plants—like this one at Eastern—and we mean *booming!*

When the Japs dive-bombed us into war, all America prayed for a quick ending. Yet here is still another Spring—a fourth peace-shattered Spring—and the enemy is still fighting back.

It's a tough war and we at Eastern Amplifier know it! Eastern is all-out for Victory, doing its utmost to help end the conflict before another Spring comes. Eastern-built equipment is helping America's war machines to navigate with

certainty—to bomb with accuracy. But we're not stopping there! Eastern engineers are available for consultation on any electronic problem. They are serving *NOW!*

With the advent of peace, we shall turn our skill to the creation of better electronic products for a better America. Meanwhile, on request, let us send you the next of a series of articles on important phases of electronics, prepared by our engineering staff. Ask for Brochure 4-1

*Manufacturer's Representatives* — write today for our post-war distribution plan. Please outline your present operations.

*Buy MORE War Bonds*



# EASTERN AMPLIFIER

CORPORATION

U. S. Reg'n. Applied For

794 East 140th Street • New York 54, N. Y.

**IMMEDIATE DELIVERY FROM STOCK**

**SPRAGUE - CORNELL DUBILIER AEROVOX CONDENSERS**



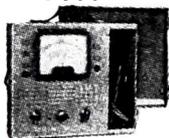
10 mfd 450v Tubular ..	50¢
16 mfd 450v Tubular ..	65¢
20 mfd 450v Tubular ..	70¢
40 mfd 450v Tubular ..	99¢
20 mfd 150v Tubular ..	44¢
30 mfd 150v Tubular ..	47¢
40 mfd 150v Tubular ..	50¢
20-20 mfd 150v Tubular.	76¢
40-20 mfd 150v Tubular.	82¢
30-30 mfd 150v Tubular.	79¢
50-30 mfd 150v Tubular.	94¢
10 mfd 50v Tubular.....	32¢
25 mfd 25v Tubular.....	35¢

**SPRAGUE Money-Saving Kits**

6 ATOMS 8mfd 450v Tubular.....	\$2.56
15 TC-11 .01mfd 600v Tubular.....	1.59
15 TC-12 .02mfd 600v Tubular.....	1.59
15 TC-15 .05mfd 600v Tubular.....	2.12

**TEST EQUIPMENT!!!**

**Volt- Ohm-Milliammeters**  
**GE UM-3 31.50**  
**Superior PB-100 28.40**  
 Servicemen's Priority  
 AA-5 MRO CMP5A  
 Delivery—3 weeks



**PM SPEAKERS**

4" Square 2 oz. ....	1.35
5" Round .....	1.25
6" Round 3.6 oz. ....	2.10
10" Round 20 oz. ....	7.20
12" Round 11 oz. ....	5.19
12" Round 31 oz. ....	10.14

**TURNER MICROPHONES**

Model	Type	Cord	List	Your Cost
BX	Crystal	7'	\$9.95	\$5.85
22X	Crystal	7'	18.50	10.88
33X	Crystal	20'	22.50	13.23
BD	Dynamic	7'	14.50	8.53
33D	Dynam.	20'	23.50	13.82



**RADIART VIBRATORS**

Type	Equal	Base	Size	Used in	Each
S-1	4-4	4 Prong	1 1/2-3 1/8	Universal	\$1.35
5300	294	4 Prong	1 1/2-3 1/8	Universal	2.09
5326P	509P	4 Prong	1 1/2-2 3/8	Philco	1.76
5334	808	4 Prong	1 1/2-3 1/8	Delco	2.09
5341M	901M	4 Prong	1 1/2-3 1/8	Motorola	1.76
5400	248	6 Prong	1 1/2-3 1/8	Truetone	3.50
5426	716	5 Prong	1 1/2-3 1/2	Buick	3.50

ORDER OTHERS BY MAKE AND SET MODEL

**TRIMM ACME DELUXE PHONES**

2000 OHM **1.50**  
 Cannon-Ball Dixie **1.56**  
 Brush Crystal Phones  
 Type "A" **7.95**



**ASTATIC CRYSTAL CARTRIDGES**

L40..	2.35	LP6..	4.70	M22.....	2.94
-------	------	-------	------	----------	------

**PHILCO BEAM OF LIGHT**

Selenium Cell only, no holder ..... **1.80**

**AC-DC RESISTANCE CORDS**

135-160-180-220-250-290 OHM	
Each .....	48¢
10 for .....	4.50
ICA Universal 22-330 ohm .....	73¢
560 ohm for 3-way Portable .....	73¢

**BALLAST TUBES**

K42B K55B L49C L55B	
100-79	
K49B K55C L49D 100-70	
100-77	
Each 45¢	10 for 4.20
Clarostat Universal 23-55A	
(octal) each. . . . .	59¢

20% deposit required on all C. O. D. orders. Orders of \$25.00 or more accompanied by payment in full, will be shipped prepaid. DON'T FORGET L-265 or AA-3 certificate.

**RADIO SUPPLY & ENGINEERING CO., Inc.**  
 127 SELDEN AVE. DETROIT 1, MICH.

**POSTWAR IDEAS FOR RADIO SERVICEMEN**

What additional services can you extend your customers to their satisfaction and your profit? Frequently the customer does not know himself what additional conveniences he would like to receive. Your Editors bring you these suggestions after considerable research into the problem.

**Repair of Two-Way Sets**

The efficient serviceman of tomorrow will be thoroughly familiar with two-way radio communications. He will be expected to repair both receiver and transmitter systems. The public will expect him to cope with the specialized break-down problems of aircraft, police, marine, train and auto communications systems. The serviceman who today broadens his understanding of radio to include transmission as well as reception, will reap the profit tomorrow.

\* \* \*

**Merchandising of Communication Attachments**

Various communication developments now only on the periphery of public consciousness will be actively merchandised after the war. A "household radio package" for example, might include not only a phonograph but also a home microphone and inter-communication system. The comfort and convenience of large homes would be improved by placing loud speaker outlets in certain rooms. The added attachment of a listening "ear" for the baby's room would undoubtedly be greatly appreciated. A radio dealer might ascertain now just how well such items would be received in his community and make his plans accordingly.

\* \* \*

**Roadside Repair of Radios**

An old thought in a new form. Roadside repair of car radios offers many opportunities to the alert serviceman. Such repair stations should be located on main arterial highways and should be so designed that the cars can drive into them and park alongside the radio service bench for immediate attention.

**Suggested Developments for "Make-a-Record" Department**

"Make-a-Record" departments offer broad opportunities for the ingenious postwar radio dealer. If compulsory military training becomes a reality, thousands of young men will march away each year. They will greatly appreciate records from home. Many of our armed forces will continue to occupy Europe and Asia after the cessation of the war. These men too will be glad to receive recorded messages.

Music instructors will be interested in having recordings made of their prize pupils. These would be eagerly bought by proud parents. Dramatic and public-speaking instructors may find that progressive recordings of their students for purposes of self and class criticism may be of great benefit. The local Church choir might be persuaded to make recordings for the community. The possibilities are endless.

And finally, a steady revenue may be built up by persuading families to make recordings of the entire family for transmission to loved ones on birthdays and anniversaries.

\* \* \*

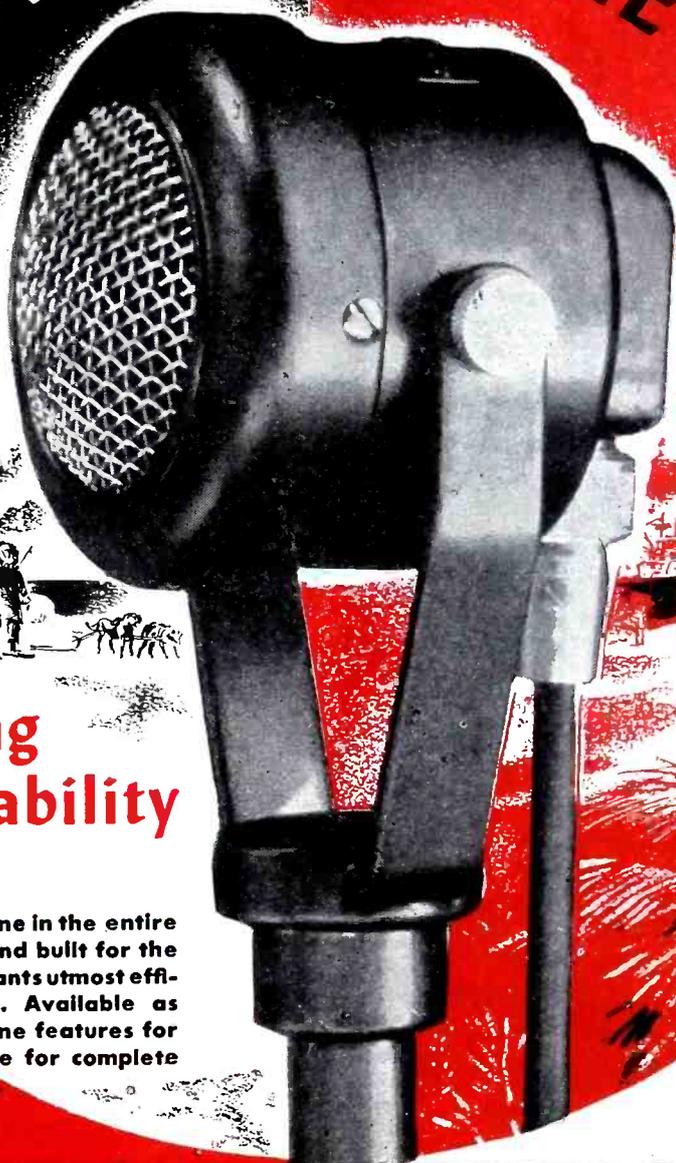
**Personal Experimentation Develops Know-How**

One way for the radio serviceman to keep in close touch with the new developments in communications equipment and the consequent repair problems is to build himself a small laboratory. There he can conduct experiments in building and breaking down the apparatus until he has fully mastered the technique. Meetings and laboratory sessions with local amateurs will enable the radio repairman to exchange information on communications circuits and developments.

(Continued on page 24)

FROM THE ARCTIC

TO THE TROPICS



## Unfailing Dependability

### TURNER 99 DYNAMIC.

The most rugged microphone in the entire Turner line. Engineered and built for the discriminating user who wants utmost efficiency and dependability. Available as No. 999 with Balanced Line features for critical applications. Write for complete specifications and details.

**Turner**  
99 and 999

Built to stand up and deliver under the most difficult acoustic and climatic conditions, Turner Microphones are "sound" instruments of rugged dependability. For indoor or outdoor use in arctic cold, desert heat or tropic humidity, they're precision engineered to give crisp, clear transmission of any sound, with all gradations of tone and volume faithfully reproduced without distortion or blasting.

In every theater of military operations—on land, on sea, and in the air—in critical P.A., recording or broadcast work—wherever accurate transmission of voice, music or any sound is vital, Turner Microphones set the standard for unfailing performance.

**The TURNER Company**  
Cedar Rapids, Iowa



There is a Turner Microphone for every electronic communications application. Get the complete Turner story from Turner engineers. Write for Free Illustrated Catalog giving details and specifications on all Turner Microphones for recording, P. A., amateur or commercial broadcast work. Write today.

**Turner**  
*Microphones*

**TURNER** — Pioneers in the communications field

# RECORDISC

Instantaneous Recording Blanks



...because making  
"SNAPSHOTS-IN-SOUND"  
is fun...

... leading dealers will testify that more people make instantaneous home recordings with *RecordDiscs* than with any other blank in America. These practically self-selling *RecordDisc* blanks provide a steady market for profitable sales twelve months of the year.

By permission of the WPB, we are able to produce a limited quantity of these fine blanks. They have a flawless, mirror-like surface, and are available in pre-war qualities. Contact your nearest *RecordDisc* representative.

## THE RECORDISC CORP.

395 BROADWAY, NEW YORK 13, N. Y.  
Cable Address: Recordisc, New York, N. Y.  
Export Dept: Royal National Company, Inc.  
89 Broad Street, New York

## POSTWAR IDEAS

(Continued from page 22)

### Rural Radio Repair by Trailer

A familiar figure in rural areas after the war will be the radio repairman in his trailer. This trailer service will not only be for repair of farm radios but also electric installations, tractor and farm implement communication systems, etc.

Recent experiments have proven poultry and cattle react favorably to music with greater production of milk and eggs. Appropriate barn installations may therefore present further opportunities for servicing.

Regular trailers have been designed with special shock-proofing so that jostling over rough country terrain will not jeopardize sensitive radio equipment. A tube rack and appropriate bins for components will be built in so that replacements can be carried wherever the trailer goes. Such a service can be operated efficiently by one man as, in most instances, radio equipment will be repaired on the spot and will only be carried back to the shop in special cases requiring complicated repairs.

The repairman can reap the advantages of establishing this service on a regular time interval basis. Every month, or every six weeks, his customers will automatically expect him to inspect their communication systems.

### Radio Servicing of Private Flying Fields

After the war many families will be the proud possessors of their own "air jallopy" which will require expert installation and maintenance of the radio communication apparatus. This will offer opportunities for radio repairmen to service private flying fields. At the same time this offers the additional opportunity of servicing car radios. Men and women who own a plane will undoubtedly own a car and use it for getting to and from their flying fields.

### Servicing Equipment of Local Doctors and Hospitals

After the war many radio repairmen will find it profitable to service local doctors who possess short-wave diathermic equipment. Indications in medical reports are that diathermy will be widely used in the future. The opportunities in urban sectors for such servicing are obvious, and in the more rural districts a greater servicing area will increase the profits.

In addition the radio repairman can arrange to service local hospitals. He can install and maintain such special equipment as the "baby electronic microscopes," "pillow radios" and the public address systems. An agreement might be made whereby for a flat yearly rate (exclusive of replacement costs) he will keep their communications apparatus in smooth running order.

\* \* \*

And, as a postscript to these various plans to increase service to customers, one dealer suggests a special "sell or swap department." According to his idea, radio owners who wished to sell their sets could dispose of them one of two ways: they might receive a liberal cash allowance, or they would receive a certificate for the cash valuation plus 5 per cent. This certificate could be used toward the purchase of a postwar streamlined set. This dealer reports that the latter method is extremely popular in his store, since customers are in reality making a down payment on postwar goods. Not only is their order for such items strengthened by a cash deposit, but they have also met part of the cost of a new radio.

All these dealers agree that service to customers is paying off a hundred fold by bringing new customers into their shops and paving the way for increased postwar sales. By establishing a reputation for courtesy and prompt service now, they are laying solid foundations for future years of expansion and development.

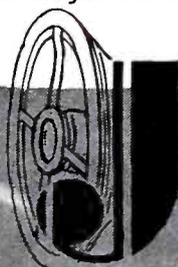


ANOTHER  
**Jensen**  
SPEAKER WITH  
**ALNICO 5**

• The reproducer unit in this loud speaker was especially developed by JENSEN for use in the intercom systems in navy vessels. It reproduces speech clearly and sharply through high levels of noise. Ruggedly built, it withstands extreme shock and vibration, and is weatherproof against severe weather exposure conditions, dust and smoke . . . Like all JENSEN military models, this speaker is built around the most powerful permanent magnet mate-

rial ever developed, *ALNICO 5*, as all JENSEN PM Speakers will be when conditions permit.

Now being introduced for the intercom systems on trains, and specifically designed for that purpose, this particular model has many possibilities for use wherever a heavy, rugged speaker with clear, sharp speech reproduction is needed. Write for complete engineering data on this speaker. Samples can be furnished on proper priority.



**Jensen**  
SPEAKERS WITH

**ALNICO 5**

*Specialists in Design and Manufacture of Acoustic Equipment*

JENSEN RADIO MANUFACTURING COMPANY, 5601 SOUTH LARAMIE AVENUE, CHICAGO 38, ILLINOIS



so we are now. The Watch on the Rhine" and when I'm not watching it, I get a chance to see what's left of this great, shattered city. This was a tourist spot and we are quartered in the former tourist information bureau. I'm sending you some pre-war vacation literature gotten up for Americans. We Americans will be in Germany this summer but not on vacation.

A few nights ago our Major, who used to teach history, gave us a lecture on the city in what remains of the big Stadttheater where they used to have the opera. He says the city grew around the cathedral, the original of which was built in eight hundred and something, and he told us a lot about how the town has been fought over and smashed and burned off and on ever since.

The Romans and the Normans and the rest never did the job of destruction as efficiently as our bombers and artillery did it. With the precision electronic fire control and bombing apparatus our army has we can hit and miss just about as we choose. When this war is over these electronic engineers will certainly hatch out some miracles for civilians.

The cathedral is safe and the tombs of the three kings that we read about in stories of the first Christmas are undamaged, but the super railroad station with its high level track system is a mess. Only the clock is worth salvaging and that stopped at 8:15. You see this is a railroad center and the station was of the



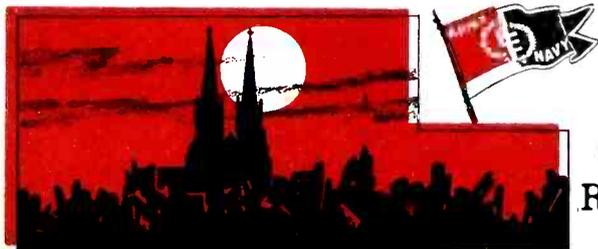
We're learning a lot on *The* RHINE

The whole world is our textbook in this war. G. I. Joe is learning his history and his architecture right on the premises. When he comes back, he will be a wiser man than his father was.

And the whole world is the proving ground for those who make equipment. We at Automatic are learning from the reports that we get from Europe, the Aleutians, the Philippines—from ice field and from jungle how to make better postwar

radio sets. You know that Automatic has always made good sets but you can't possibly know how much better we are going to make them.

The war isn't won yet and the reports are not all in by any means, but it's not too early to make up your mind to sell Automatic after the war. If the Army and the Navy like what Automatic makes, the public will like it too. Talk with Automatic first!



# Automatic

RADIO MANUFACTURING CO., Inc.  
122 Brookline Avenue, Boston, Mass.



# RADIO TELEVISION JOURNAL



This window display of Briggs and Briggs is in keeping with the dignified traditions of Harvard Square

## How to Sell Records *to college students*

by  
Jeffrey Ames

Satisfying the varying musical taste in records that one encounters in a student body as cosmopolitan as that of Harvard University is quite a task; but that is what confronts Briggs and Briggs every day in the year. Located in historic Harvard Square, right between the ivy-covered Freshman dormitories in the Yard and the upperclassmen's houses on the famed Charles River, this music

store has served the musical demands of Harvard for sixty years. One minute there is a call by a hep cat for a platter featuring the boogie woogie beat of a jumpin' jive band, the next it is an organ rendition of a rare symphony requested by a music major. It keeps the staff right on their toes and calls for more than average musical knowledge and awareness of stock conditions.

The tremendous, all-inclusive stock that Briggs and Briggs carries is pretty good indication that a customer's request can be filled if the record has been made. This stock fills ceiling-high racks on two spacious floors, and the wide selection this makes possible causes many music lovers to return to Briggs and Briggs, especially now when depleted stocks are so common in other stores.

*(Continued on next page)*

(Continued from preceding page)

Harvard Square knows well the conservative structure that is the home of Briggs and Briggs, but this name was not always so well known throughout metropolitan Boston. Only within the last few years has it become a by-word with all music lovers in the vicinity. This is largely due to the special radio program sponsored each night by the store. For one full hour, from nine to ten, over the local radio station WMEX, Briggs and Briggs furnishes an enjoyable selection of recorded music, referred to as the Classical Album Hour.

This is one of those programs that the music lover dreams of. A full hour of the world's best classical music, played without interruption. Only a short and very mild commercial follows the program. Listings of each night's concert are arranged in advance and sent to all those requesting it. Six thousand Bostonians have sufficient interest in this nightly hour with the classics to ask that the printed program be mailed to them.

Regular customers are contacted each month with bulletins of all types, keeping them in touch with the latest releases. College students see the Briggs and Briggs ads in their daily paper, "The Crimson," and in their monthly magazines, "Lampoon," "Advocate" and others. The regular dailies and weeklies carry occasional advertisements that bring the featured offerings to the attention of the residents of Metropolitan Boston.

Of course, the bulk of the trade comes from the ten thousand students and faculty who normally spend the school year in the immediate vicinity. Briggs and Briggs caters especially to them and also to the Harvard Houses, each of which has a music room and a library of the classics.

Tastes run from Alpha to Omega, through many devious channels, but all comes under the heading, even though it is sometimes dubious, of Music. Freshmen seem to go for jive, but their taste mellows as the semes-



**Mr. O. F. Humphreys, Manager of Briggs and Briggs, believes in personalized selling. He insists that his sales force give careful consideration to the particular taste of customers and make their recommendations accordingly. Mr. Humphreys' theory is that appropriate recommendation of additional or substitute records builds up confidence in the firm.**

ters go by, and the senior is more apt to be steeped in the classics. And the Ph.D.? Well, he's unpredictable, liable to ask for anything. Maybe it will be an oboe solo, or maybe a bit of barrelhouse.

Music courses do much to improve the student's taste. They also cause managerial headaches. A lecture by one of the eminent professors of the music department, which plays a favorable spotlight upon a classic, is apt to bring a concerted rush upon a number that is normally a slow seller. Result, a rush order for a large

---

#### Rent Free, Buy Later

You can't buy a movie camera or projector nowadays, but if you live in New York you can rent one and the rental will cost you nothing. Originator of the unique plan is Willoughby's in Manhattan, world's largest camera store, which is at present doing a landoffice business renting machines from its stock and applying the full amount of the rental charges to the price of the camera or projector the customer buys after production is resumed.

---

replacement which may arrive after the demand has ebbed.

But, on the whole, the demand is fairly even. About sixty-five per cent of all sales are for classical recordings, with popular and semi-classical making up the rest. A very high percentage of these is for the more profitable albums, which are featured in colorful display throughout the store and in advertising.

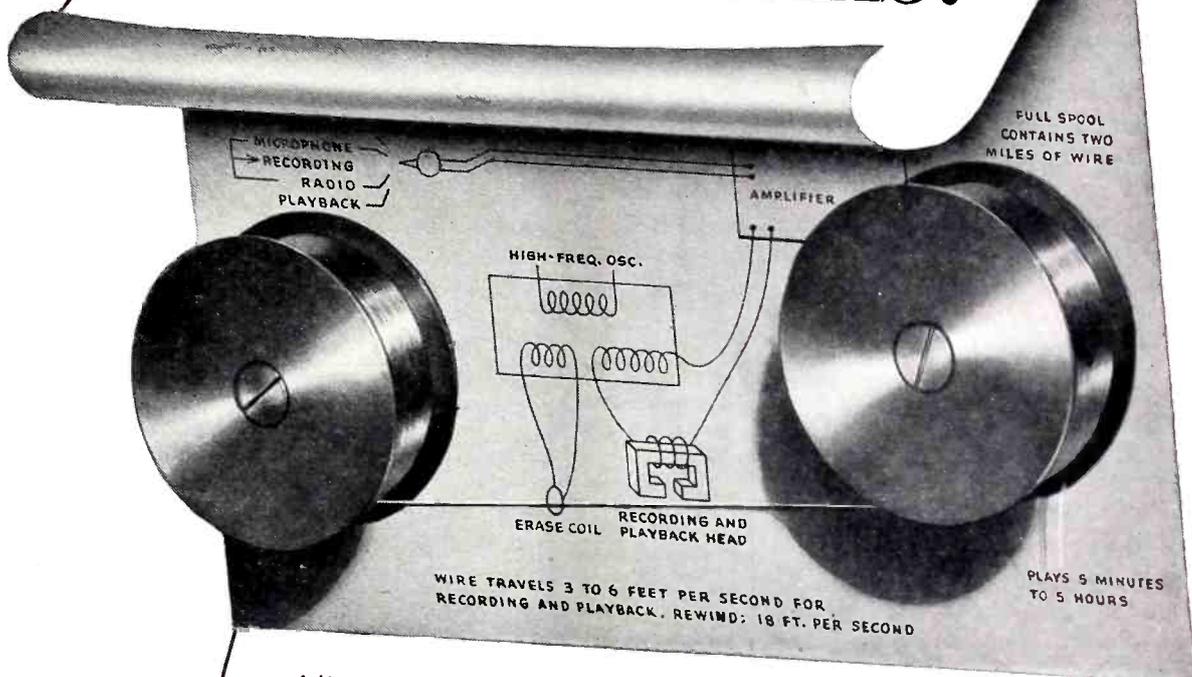
Because of the nature of their business and their location, Briggs and Briggs attracts an unusually large number of charge customers. These they welcome, feeling that such friends are more apt to fill all their music needs at this one store. Each request for a charge account is, however, first checked through the Retail Credit Bureau and accounts are handled on Burroughs Business Machines. This customer service is a convenience, and makes for easy handling of mail and phone orders. Very few difficulties arise because of account arrears and, on the whole, the system is very efficient and friend-making.

Because it is good sales etiquette, Briggs and Briggs' manager, O. F. Humphreys, insists upon considerate selling service. Recommendations, not haphazardly, but thoughtfully given, can make good friends. Most collegiate customers know what they want, take considerable time selecting it, but, more often than not, return.

In addition to records, Briggs and Briggs handles all types of accessories, such as needles, record cleaners and their featured Red Top Needle Sharpener, for cactus and thorn needles. This last item is manufactured by Briggs and Briggs and circulated nationally through regular sales outlets. An exceptionally wide selection of other musical necessities is also at hand, including sheet music, texts, metronomes, etc. Pianos, radios and record players and combinations are sold, when available, in an adjacent building. Service for all of these is also furnished in the particularly busy repair department.

(Continued on page 30)

# NOW-WIRE SPEAKS!



*A thin, swift wire shimmers across the poles of a magnet. Magically, it is sound-impressed with music snatched from the air — the voices of children — the words of a business conference.*



*In an instant — it is playing back every note, tone and inflection. Clear. True. Faithful. Prompt as an echo — lasting as the metal of the wire itself.*

*What is it? Lear Wire Recording. Modern recording — brought to practical usefulness in Lear laboratories.*



*No longer the scratch and hiss of needle-and-record. No longer the mess and fuss of shaving dictating-machine cylinders. No longer reliance on fallible memory or scribbled notes for the precise statements at meetings or conventions, or the actual words of individual conversations.*

*Instead — office machines will record instructions, take dictation, listen in on important meetings. And at home your radio will catch and hold hours of entertainment from favorite programs.*

*You can record, reproduce or erase at will — you can re-use any reel any time.*

*Interesting? The possibilities are endless. Of course you'll want to know more! So send the coupon — or write Lear, Incorporated — for the fascinating booklet that explains and explores Lear Wire Recording — and its meaning to you.*

## LEAR RADIO

RADIO DIVISION: GRAND RAPIDS 2, MICHIGAN  
Home Radio Sales: 230 E. Ohio St., Chicago 11, Illinois



See what Lear dealers are going to have to offer. Fine radios plus the Lear Wire Recorder — the newest contribution to complete home entertainment.

This advertisement sets the stage. It tells the millions of people waiting for new radios that a new thrill will come with Lear Home Radios. They'll be anticipating the Lear Wire Recorder.

If you would like to be able to offer these radios to your customers, write for information on the Lear Franchise.

### Want more information on Wire Recording?

**LEAR**, Incorporated

Home Radio Sales Division, 230 East Ohio Street, Chicago 11, Illinois.

Gentlemen:

Please send me your free booklet on Wire Recording offered in Lear national magazine advertising.

Firm Name \_\_\_\_\_

Individual \_\_\_\_\_

Address \_\_\_\_\_

## TWENTY-FIVE YEARS AGO

(Continued from page 16)

*In an article on "The Principles of Establishing Credit," Mr. Robert Falconer writes that now, of all times, is the time when a talking machine dealer should establish credit. The past years of "sellers' market" have made men in our trade somewhat lax in their business methods, especially rather neglectful of foresightedness. They have been able to sell all they could get in the way of talking machine goods without very much effort and on terms almost of their own choosing. Therefore the matter of capital has not bothered them much.*

*The situation is changing and men in our trade must change with it. Now is the time for talking machine dealers to establish excellent credit ratings. Now is the time they should remember that rectitude, integrity, uprightness, justice and honesty are the virtues that are essential to an excellent credit rating.*

\* \* \*

The Capitol Concert Bureau has been organized and incorporated in the city of Albany by a group of talking machine dealers in that territory. It is designed to arouse and keep alive a musical interest calculated to be of direct benefit to phonograph dealers. Louis H. Shutter of Albany is president; James S. Gray is vice president and the secretary is Albert Edelstein, manager of the Strand Talking Machine Shop.

\* \* \*

**The phonograph offers a magnificent opportunity for the student conductor to perfect himself in his art. There are few orchestras and choruses willing to accept the baton of an inexperienced musician and those that do have to suffer while he learns. The student conductor can follow the orchestration of a symphony or overture with a musical score, playing it over and over again on the phonograph. Undistracted by the distress of his "orchestra" he can practice until he has learned to give every voice, every instrument, its proper "lead" and every sign for varied theme or expression.**

*Sonora can boast of having one of the world's largest advertising signs along the New York Central tracks in Peekskill. The sign is 750 feet long and 43 feet high. The sign has an area of 32,250 square feet and forty men worked five weeks to erect it.*

### Customers Blamed for Repair Black Market

The growing practice of overcharging for radio repairs was blamed by some radio distributors on a flourishing black market in scarce parts and materials and the apparent willingness of many radio owners to pay almost any price in order to get ailing sets into working condition again.

Many radio-service companies are abiding rigidly by ceiling prices for parts and labor fixed by the Office of Price Administration in 1942. Yet because of the black market scrupulous concerns which refuse to deal with this source must turn their customers away, with the result that the fly-by-night who promises to get the job done at a price has his inning.

The growth of the black market was blamed on customers who have not the patience to join the long waiting lists now common among reliable service companies. In order to get a hurry-up repair job the consumer offers to pay more than the ceiling price. As a result, unscrupulous concerns are charging as much as \$3 to \$5 for tubes which retail from 85 cents to \$1.30, and often as much as three times the established hourly rate for repairs.

How nearly perfectly does the phonograph record the human voice? After listening to recordings of her voice, Alessandro Bonci selected Eleanor Brock to accompany him in his recital at the Academy of Music, Brooklyn. The success they enjoyed at the concert stands as a splendid

tribute to the clarity, precision and richness of the recreation of the human voice by the phonograph.

\* \* \*

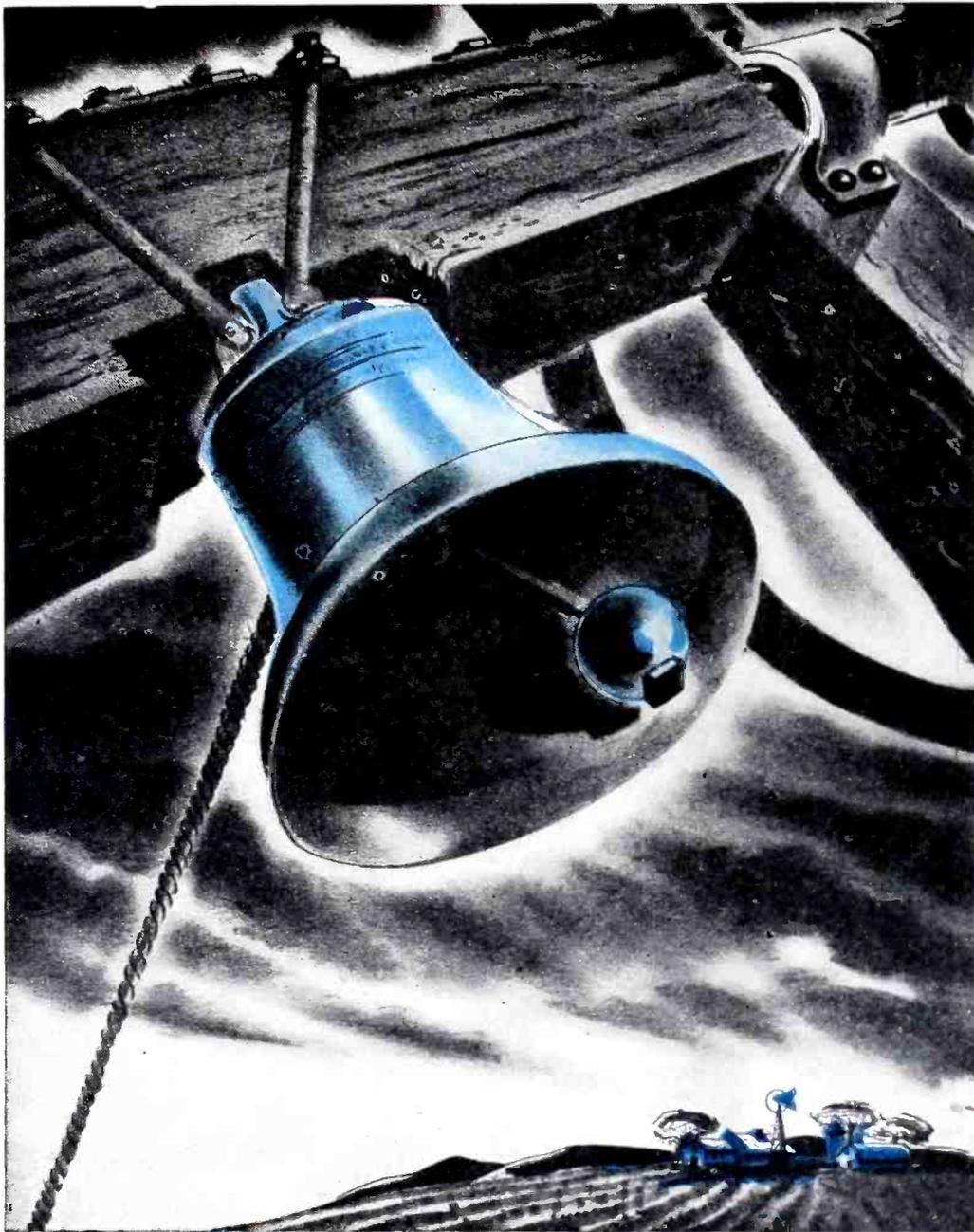
A convention of Edison dealers in East Missouri, Southern Illinois, Arkansas, Tennessee and part of Kentucky, was held in St. Louis recently. Mark Silverstone, President of the Silverstone Music Co., Edison distributors in that territory, was host. The principal address at the business sessions, which were attended by about 150 dealers, was delivered by William Maxwell, vice president of the Edison corporation. Mr. Maxwell outlined the advertising and other sales campaigns in prospect, and urged the holding of tone tests and concerts as a means of creating popular demand for phonographs and records. Mr. Silverstone, F. B. Hollenberg of Little Rock, A. T. Odell of Quincy, Ill.; Charles Dietzel of Union City, Tenn.; George Nichols of Plymouth, Ill., and Z. B. Reid of Newport, Arkansas, also addressed the dealers on various topics of interest. In the evening the dealers and their wives were guests of Mr. Silverstone at a banquet at the Hotel Statler.

### HOW TO SELL RECORDS

(Continued from page 28)

Postwar plans call for an extension of service, enlarged and remodeled quarters and an addition to the line of all new products in the field of music, radio and television. But, any change will be conservative, for no ultra-modernization is going to be allowed to rob Briggs and Briggs of that stable, reliable air which they have created over six decades in Harvard Square.

That this reliability and service have made many lasting friends is attested to by the mail delivery which each day brings letters from all over the United States. These are some of the thousands of mail orders which arrive annually, completely unsolicited, from satisfied Harvard men who, having left the hallowed collegiate atmosphere, still turn to Briggs and Briggs for their desires in music.



**PERSONAL SETS**

**TABLE SETS**

**TABLE COMBINATIONS**

**F. M. SETS**

**CONSOLE COMBINATIONS**

**RECORD PLAYERS**

**PORTABLES**

**TELEVISION**

**AUTOMATIC RECORD**

**CHANGERS**

## *Ring in... A NEW NOTE IN HOME RADIO!*

Dealers! Distributors! Harken to the New Note in Home Radio! Awaken to the Postwar possibilities of the Maguire Home Radio Line! You'll be delighted with Maguire styling, construction, flawless reception... just what you'll want to create "customer clamor."

And it will be music to your ears when you learn about the profitable Maguire Franchise. Selected dealers... protected territories... national advertising... cooperative local advertising... window and showroom displays... direct mail pieces... colorful catalogs... guaranteed merchandise... and that's not all!... Don't miss this golden opportunity... your territory may still be open. Get the full story today about the radio line that will ring the bell tomorrow!

Write to Maguire Industries, Incorporated, Sales Division, Greenwich, Connecticut.



**Maguire**  
**INDUSTRIES • INCORPORATED**  
 ELECTRONICS • DIVISION

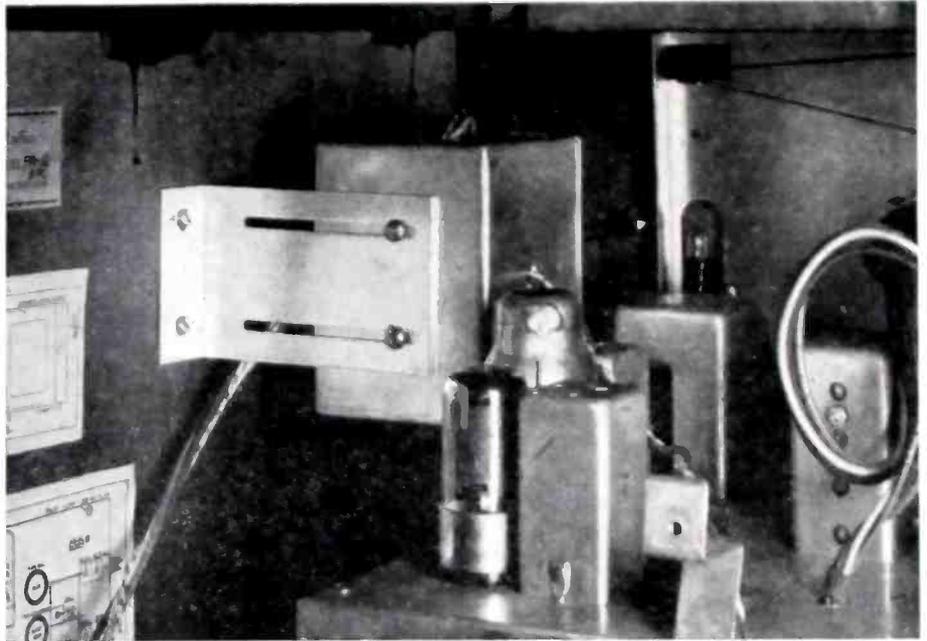
GREENWICH • STAMFORD • BRIDGEPORT • NEW MILFORD • NEW YORK  
 RADIO-TELEVISION JOURNAL, APRIL, 1945

# New FM Converter

Here are detailed illustrations of the two FM converters which were the subject of much discussion at the recent FCC hearings in Washington. These converters, one a three-tube model which includes a power supply and the other a one-tube device, will enable pre-war FM sets to receive stations in the proposed new FM band from 84 to 102 megacycles. At the request of the FCC, Hallicrafters engineers designed and built experimental models of both converters.

The three-tube model uses a type 7V7 mixer, a type 7A4 oscillator, and a type 6X5GT/G rectifier. The output of the converter is fed into the antenna connections of the FM receiver which is tuned to 42 megacycles. The converter oscillator is arranged to track 42 megacycles below the mixer frequency and the entire device simply acts as the front end of a superheterodyne, using the FM receiver as an IF amplifier.

The new one-tube model can be placed inside the cabinet of practically any FM set. This new development makes use of a single type 7S7 tube and all tuning is done with the regular receiver dial. It can easily be installed by any service man or by the set owner himself and only requires that one hole be drilled in the front of the receiver to accommodate the control switch. A universal mounting

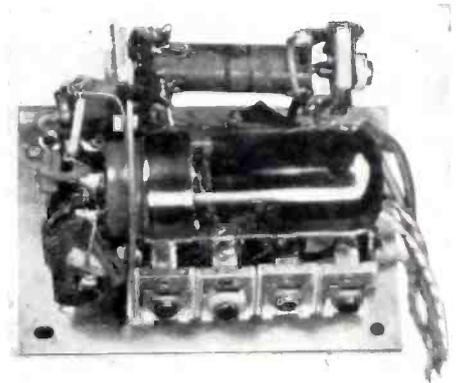


Hallicrafters' one-tube converter installed in a typical prewar FM console receiver.

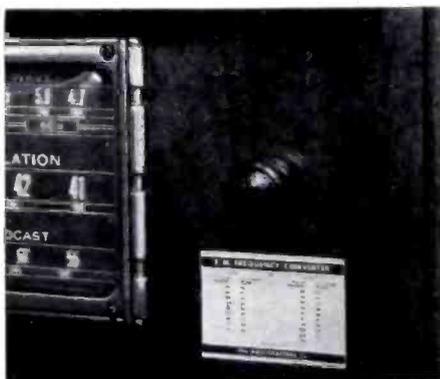
bracket is provided and power is taken from an adapter plug which is placed under one of the receiver's output tubes.

With this one-tube model the RF input goes to a band-pass filter instead of the usual tuned circuit and the oscillator section is operated at a fixed frequency. The panel switch has three positions, one connects the antenna directly to the receiver to permit normal operation while the other two connect different values of capacity in the band-pass and oscillator circuits of the converter. The

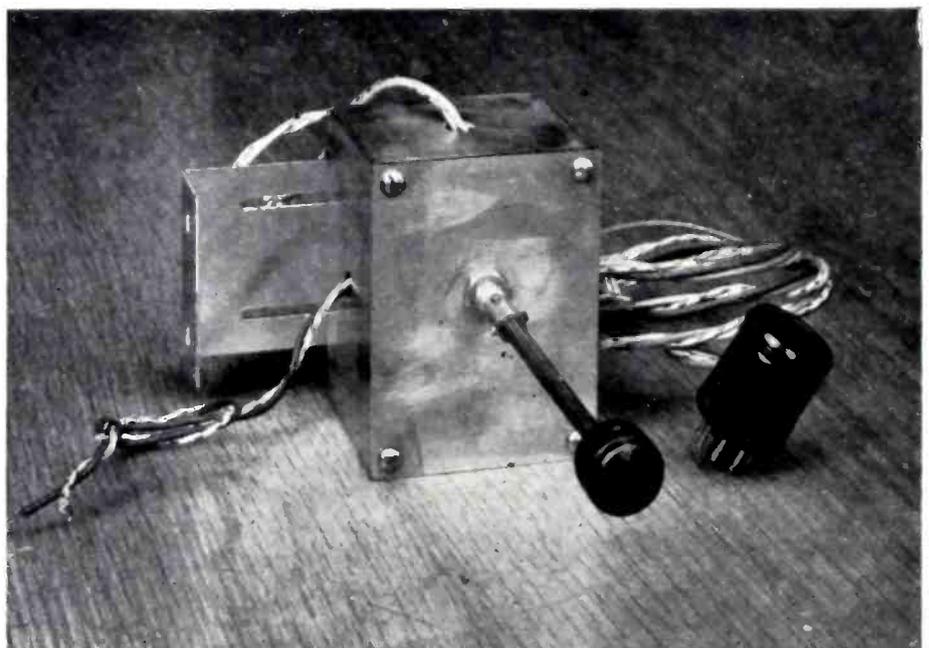
FM receiver is used as a *variable* IF and with two fixed frequencies of the oscillator selected by means of the control switch covers the new range of 84 to 102 megacycles in two bands.



Inside view of one-tube converter showing 7S7 tube.



One-tube converter control switch on prewar FM console



Hallicrafters' one-tube converter complete with mounting bracket, power take-off plug, etc.

**It's a postwar Promise ... from**

# Admiral

**SLIDE-A-WAY**  
THE OPEN DOOR TO  
BIGGER PROFITS



**Only 3 Moving Parts!**  
**4½-Second Change Cycle!**  
**A Service-Free Changer!**

Here's another ace-in-the-hole for Admiral Dealers ... Slide-A-Way! Show your customers how this exclusive feature works, and you've got a sales clincher that can't be beat for those *selling* days ahead. Just open the cabinet doors, out slides the complete phonograph turntable and automatic record changer. Put on the records your

customer wants to hear ... close the doors ... let him sit back and enjoy the music.

Prewar, Admiral grew SIX times as fast as the entire industry ... and Admiral Dealers came in with a winner. For a profitable postwar future, follow the lead of *successful* appliance dealers and Get Aboard with Admiral.



**Admiral Corporation**

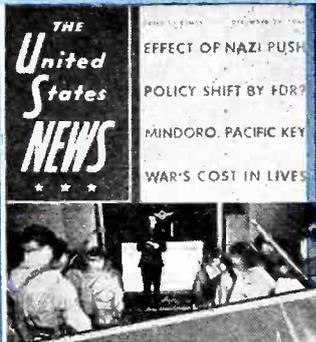
CHICAGO 47, ILL.



WORLD'S LARGEST MANUFACTURER OF RADIO-PHONOGRAPHS WITH AUTOMATIC RECORD CHANGERS  
TUNE IN: CBS SUNDAYS, 2:30 P.M., E W T, FOR ADMIRAL'S "WORLD NEWS TODAY"

# BENDIX RADIO

BACKS DEALERS



Bendix Electronic Research unveils the "Missing Half" of Radio Entertainment!

On its way... THE REAL VOICE OF RADIO

**Bendix Radio**

Television

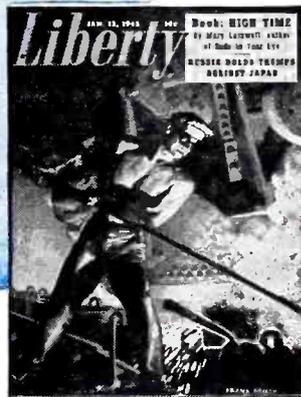
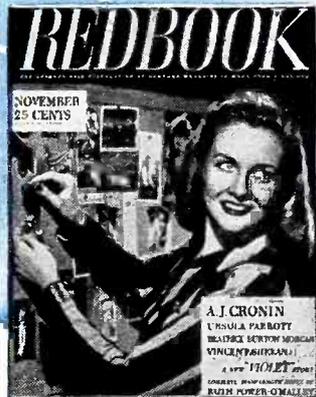
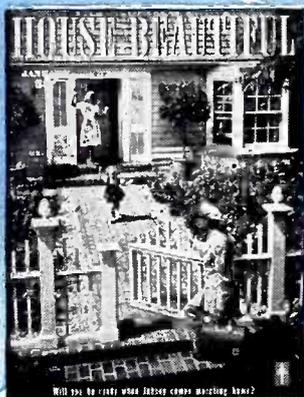
All in full color . . . all in full pages . . . Bendix Radio National Advertising will blanket the market everywhere with millions upon millions of messages to the homes of America.

**BUILD  
BEST  
with  
BENDIX**

BENDIX IS A TRADE-MARK OF BENDIX AVIATION CORPORATION

# WITH **BIG SCALE ADVERTISING**

One of the largest National Campaigns in  
the Industry sparks a great selling program



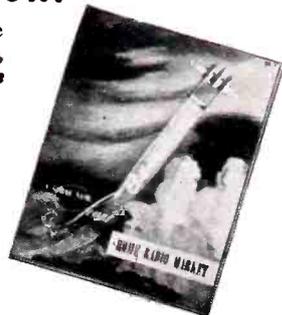
Outstanding features . . . creative engineering . . . superior performance . . . eye-winning styling . . . national reputation . . . *genuine* postwar merchandise . . . these are the factors that will determine *who gets the big play* in postwar radio sales! These are exactly the advantages offered by Bendix—and in 1945 Bendix will presell the market for postwar sales with one of the largest national advertising campaigns in the industry, appearing in the biggest and most influential magazines in America. The Bendix Home Radio advertising, merchandising and promotion pro-

gram will be a *million dollar program*.

Remember—everything points to the fact that *you'll do best with Bendix*—a line that's *all new*, a *real* postwar radio built by the greatest name in wartime radio—the only *big* name to enter the postwar field.

### SEND FOR THE BENDIX BOOK NOW!

Get the whole story of the Franchise with a Future. Send for the book, "A Great Name Soars into The Home Radio Market."



# Bendix Radio

Division of Bendix Aviation Corporation, Baltimore 4, Maryland

FOREMOST SOURCE OF SCIENTIFIC INSTRUMENTS, CONTROLS AND COMMUNICATION DEVICES FOR LAND, SEA AND AIR

## PLAN YOUR SALES FUTURE NOW

(Continued from page 20)

tion of this apparatus but also its maintenance will be profitable. Now is the time for the radio dealer to make courtesy calls on such prospective customers and persuade them of the advantages of this added convenience.

Owners of flats, apartments, rooming houses and homes are also planning improvements to be realized after the war is over. Real estate agencies are vitally concerned with postwar housing improvements. Such people are excellent prospects for the radio servicemen. Today he can call on them and work out plans for tomorrow that will include special roof-top antennas, provision for an appropriate radio in every room and,

where desirable, inter-communication systems.

Another method of building up a clientele *now* is to render a "wartime service" of repairing electric clocks. After the war, when personnel will be available and servicing less rushed, this can be expanded into a regular monthly "house" clock inspection. This will be for the purpose of examining all the electric clocks in the home at a fixed service charge of, for example, \$1.00. The charge will cover all the clocks of the house, whether there are two or twelve. And it will, of course, cover all minor repairs, though extensive readjustments will be extra. While checking clocks it is a simple matter to suggest

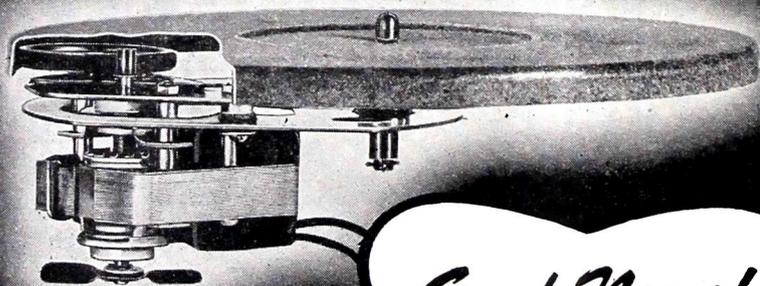
inspection of the radios at some date in the not-too-distant future.

Among the postwar plans of radio dealers is that of rendering more efficient and regular servicing. A special arrangement might be made whereby the repairman would make four quarterly set check-ups at a flat rate per check-up. At each visit the serviceman will thoroughly inspect the set, replace any worn-out parts, including tubes that are definitely not in tip top condition. By making these calls at 90-day intervals the serviceman can nip any radio ailments in the bud before they prove serious. Faults caused by customers themselves will not be repaired at this flat sum, however. The serviceman selects his own time to make these quarterly visits and all sets are checked over in the home. There is always the risk, it is true, of a set going to pieces a week or two after one of the "visits." But in the majority of cases this misfortune will not occur *if* the serviceman is painstaking in his set examinations.

An opportunity for servicing that may have been overlooked is the juke box. In addition, the repairman is in a position to buy used juke-platters for a "song" and resell them to his customers for fifteen or twenty cents.

The possibilities for expansion of his services and enlargement of his clientele are limited only by the radio dealer's ingenuity. Radio and allied communication systems are practically omnipresent in the modern world. In the period of peace that follows the war even more specialized communication devices will be developed. The alert radio dealer will be able to offer them to his customers as soon as practicable. In many instances, the alert radio dealer will realize his customers' need for a particular item before the customer himself does.

### ALLIANCE "Even-Speed" Phono-motors



*Good News!*

#### ALLIANCE RESUMES PRODUCTION on One Standard Model

● We are now able to return to production of one standard variation of Alliance Model 80 Phono-motor, according to the following definite specifications and on the production plan explained below.

##### STANDARD SPECIFICATION No. 811—

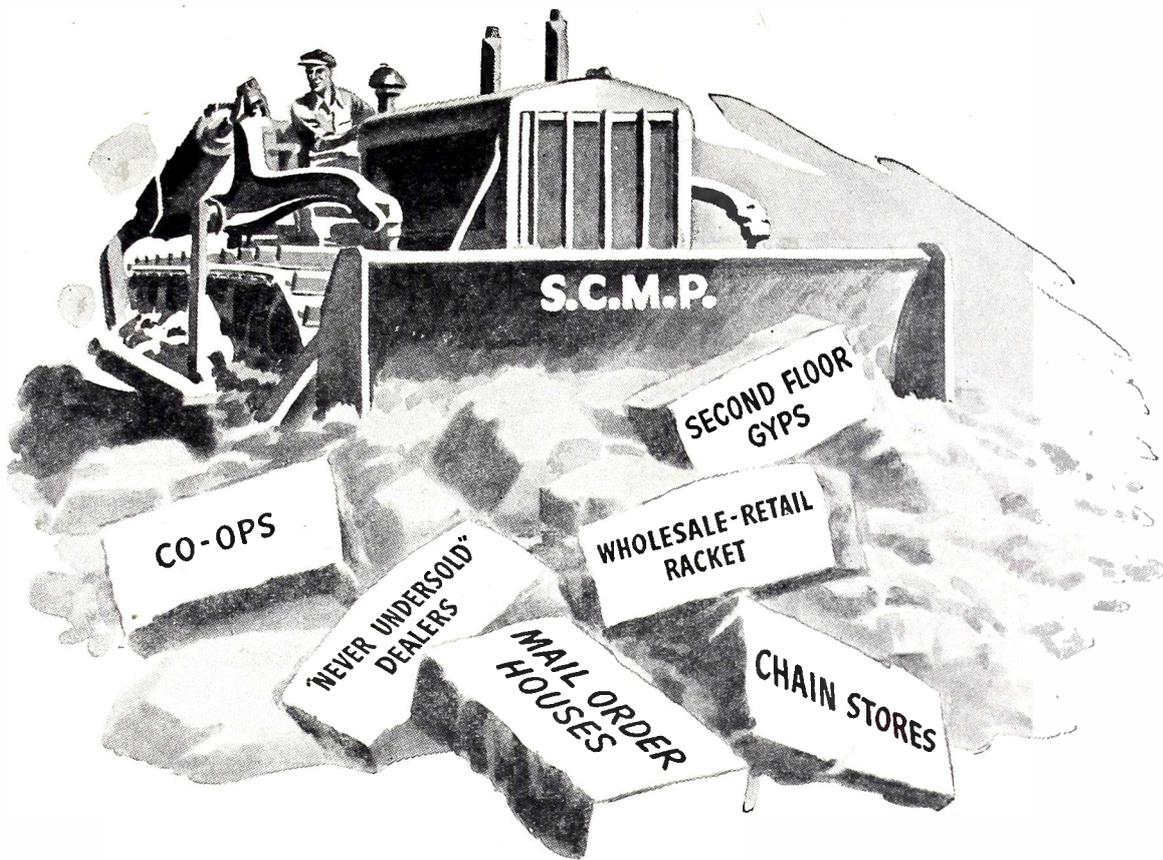
Turntable No. Y-278-S2; 110 Volt, 60 cycle, 9" Model 80

Production must be on the following practical basis under present conditions where there are no large volume priority orders—namely, by accumulating a sufficient quantity of small orders with necessary priority and making periodical single production runs at such time as the quantity of accumulated orders is enough to make this practical. Priority orders (currently only orders of AA-3 or higher, with GOVERNMENT CONTRACT NUMBER and MILITARY END USE, or where certified to be used in Sound Systems, Intercommunicating or Paging Systems, as exempted from order M-9-C) must allow delivery time required to obtain a minimum practical production run; to procure material for all orders in hand, and make one production run of the one type standard unit only, for shipment on the various accumulated orders. ● Check the above against your requirements, and if you have proper priority, communicate with us.

**REMEMBER ALLIANCE—Your Ally in War as in Peace!**

**AFTER THE WAR IS WON, WE WILL TELL YOU ABOUT SOME NEW AND STARTLING IDEAS IN PHONO-MOTORS**

**ALLIANCE MANUFACTURING COMPANY**  
**ALLIANCE, OHIO**



# SPARTON'S EXCLUSIVE DEALERS

can meet any postwar competition

## WITH THE S. C. M. P.\*

**R**EMEMBER the price cutting, dumping . . . the "wholesale-retail" racket?

Remember the long paper-profits that wound up as red ink?

Not pleasant to recall but perhaps it's a good thing to bring these things back to memory now . . .

With 125 manufacturers instead of 57 fighting for the market.

Good dealers will be offered the world with a fence around it.

But name one manufacturer other than Sparton who has a proved merchandising plan that protects the dealer.

After Victory is won, there will be new and finer Spartons—radios and combinations with FM, of unsurpassed performance. All in beautiful cabinets created by America's leading designers.

Name one other manufacturer who can give you high quality radio sets in volume at prices that will make you competitive with even the biggest Chains and Mail Order Houses.

Name one other who has adopted an exclusive dealer policy and stuck to it.

You can't.

Well, then, why not ask us if the Sparton franchise is still available in your community. It may be, although we are making dealer appointments very fast right now.

*Radio and Appliance Division—Plant 5*

**THE SPARKS-WITHINGTON CO. • JACKSON, MICH.**

**\*S.C.M.P.**

Sparton Co-operative Merchandising Plan. An exclusive method of profitably retailing radios and home appliances that has been and is being advertised regularly to consumers in leading magazines as the Sparton Way.

**ONLY ONE DEALER IN EACH CITY AND TOWN**

*Check These Profit-Increasing Features*

- One exclusive dealer in each area
- Direct factory-to-dealer shipment
- Landed dealer cost prices
- Low consumer prices
- National advertising
- Factory prepared and distributed promotion helps
- Seasonal promotions
- Uniform retail prices
- Products styled by outstanding designers

# IS OVERHEAD A HEADACHE ?



by

**FRED MERISH**

*Business Management Editor*

"Here's one for Ripley," said Everett Rogers, radio-appliance dealer, when I dropped in to see him the other day. John Terry, who runs a similar store in the next town, was there. He and Rogers are pals and compare their business experiences periodically. Rogers went on to tell me that, "Terry runs a business like mine and has the same class of trade. We carry similar lines and get equally profitable prices. In 1939, Terry did \$60,000 in sales. I did \$60,800, so we were neck-and-neck on yearly volume. Our costs and overhead expenses were about the same, so our net profits varied only \$15. In 1940, two large plants in the territory moved away. That hurt local business and John's sales dropped to \$50,400, while mine tumbled to

\$50,700, so we were still running neck-and-neck in 1940.

"Now, here's the pay-off. In 1939, my net profit was \$15 more than John's. In 1940, when we again experienced similar sales volumes, John's net profit was \$3,228, my net profit was \$1,137, giving John Terry an increase of \$2,091. Can you figure it out?"

●

### **Is Overhead A Headache?**

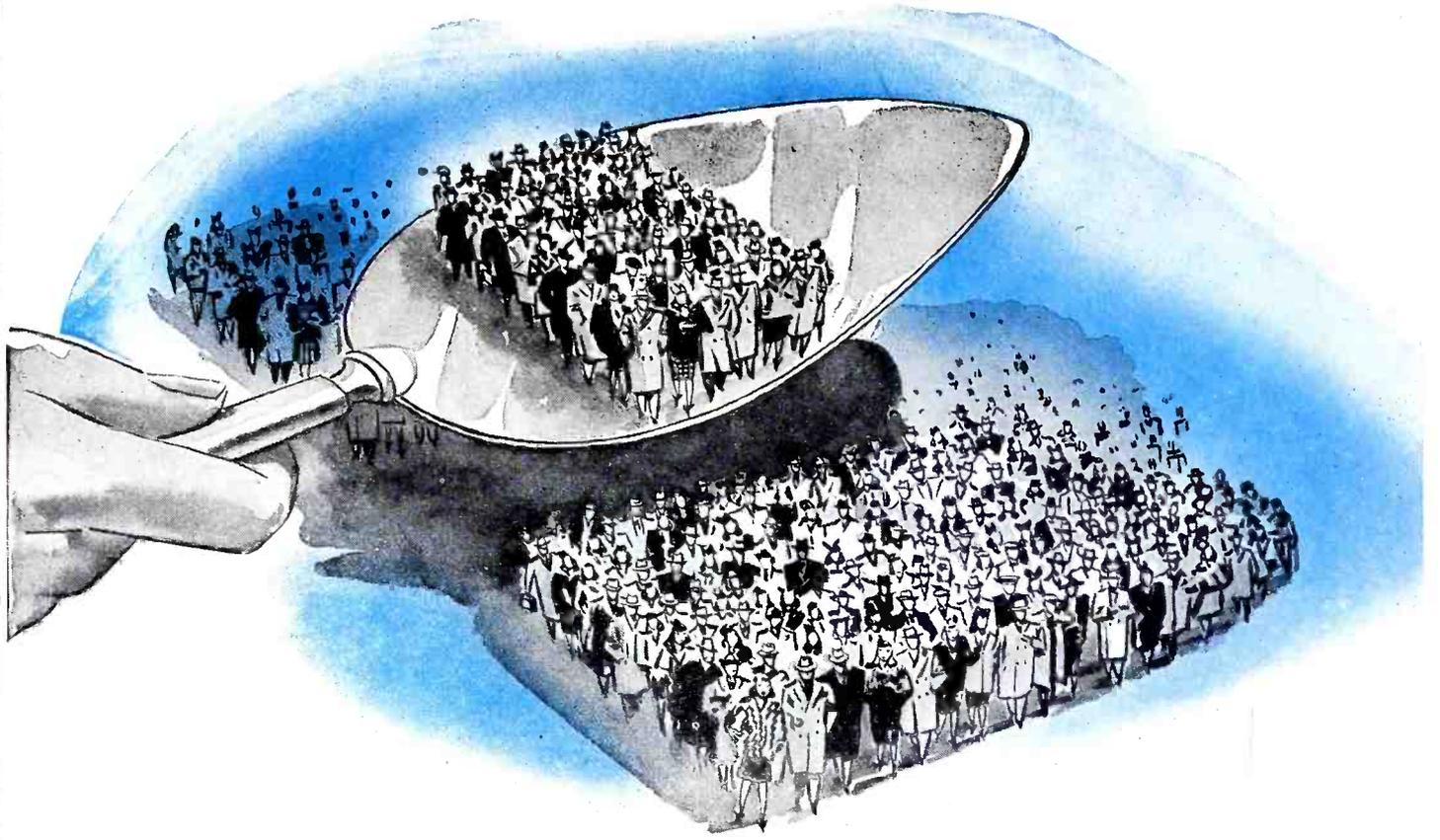
**What proportion of your overhead expenses are the kind that cannot be reduced? What proportion of your expenses are of the type that can be pared when sales are slow? In periods when the volume of sales is high this differentiation in overhead expenses has no urgent significance. But in periods when the volume of sales is low it may spell the difference between profit and loss.**

●

Such similarity of figures in the same territory isn't so unusual as to be "one for Ripley," neither is a wide variation in net profit between radio-appliance dealers with almost identical set-ups and sales. It seldom is brought into sharp focus by word or pen because comparatively few dealers get together and compare notes as Rogers and Terry do. What was a "Ripley" to these dealers is no puzzle to an accountant or commercial counselor. However, it brought up an important phase of expense control that every radio-appliance dealer should watch or it may play havoc with profits.

The joker lies in the ratio of fixed to variable expenses. Many dealers think that an expense is an expense and although this is correct insofar

*(Continued on page 40)*



# Cut Yourself a Slice of Radio Market

-- be sure of guaranteed delivery  
on your first radio requirements



"Buy your new radio from Your Radio Dealer"—that is the theme of MECK advertising to your customers—appearing in Liberty Magazine.

Your biggest postwar problem is—deliveries. Here is a sales plan that answers that problem by guaranteeing deliveries.

An organized sales and distribution plan makes it possible for you to depend on *your share* of the *finest* radios available immediately after civilian set production starts.

Meck Radios will be sales leaders, year in and year out—from the start. You can now reserve a section of my production line, get your share of the big radio market, and stop worrying.

Ask your Parts Jobber today or write

**JOHN MECK INDUSTRIES, Inc., PLYMOUTH, INDIANA**

*John Meck*



# MECK RADIOS

TABLE MODELS • PORTABLES • CONSOLE COMBINATIONS • PHONOGRAPHS

(Continued from page 38)

as the dollar-for-dollar obligation is concerned, there is a big difference between a fixed expense and a variable expense in its effect on profits when sales swing low. Then a high ratio of fixed expense may make it impossible for the best of managements to show a satisfactory profit.

Here are comparative statements covering the operating figures of Rogers and Terry for 1939 and 1940. These statements show with X-ray clarity that the ratio of fixed expenses to variable expenses is an important factor in the successful operation of a radio-appliance business.

Notice, that in 1939, Rogers' ratio of fixed to variable expense was 2 to 1, or his fixed expenses were twice as many dollars as his variable expenses, whereas, Terry's ratio was just the opposite. His variable expenses were twice his fixed expenses, or a variable-to-fixed ratio of 2 to 1. In 1940 Rogers and Terry, sensing the downward trend of sales, began to cut expenses to keep net profits in line. Their fixed expenses were constant and could not be reduced so they had to concentrate on variable expenses, to wit:

EVERETT ROGERS

1939	
Total overhead expense.....	\$21,270
1940	
Total overhead expense.....	19,143
Decrease—30 per cent of \$7,090 variable expense....	\$ 2,127

JOHN TERRY

1939	
Total overhead expense.....	\$21,165
1940	
Total overhead expense.....	16,932
Decrease—30 per cent of \$14,110 variable expense..	\$ 4,233

Both dealers cut their variable expense 30 per cent, indicating that they were equally efficient with the nippers but Terry's ratio of variable-to-fixed expense enabled him to use expense control more effectively.

Rogers' proportion of variable expenses was too low. Even though he cut close, his efforts were stymied by the high ratio of fixed expense, which he couldn't cut. Terry, on the other hand, with a bigger field to work in, \$14,110 in variable expenses against Rogers \$7,090, took a grand slam at this portion of his

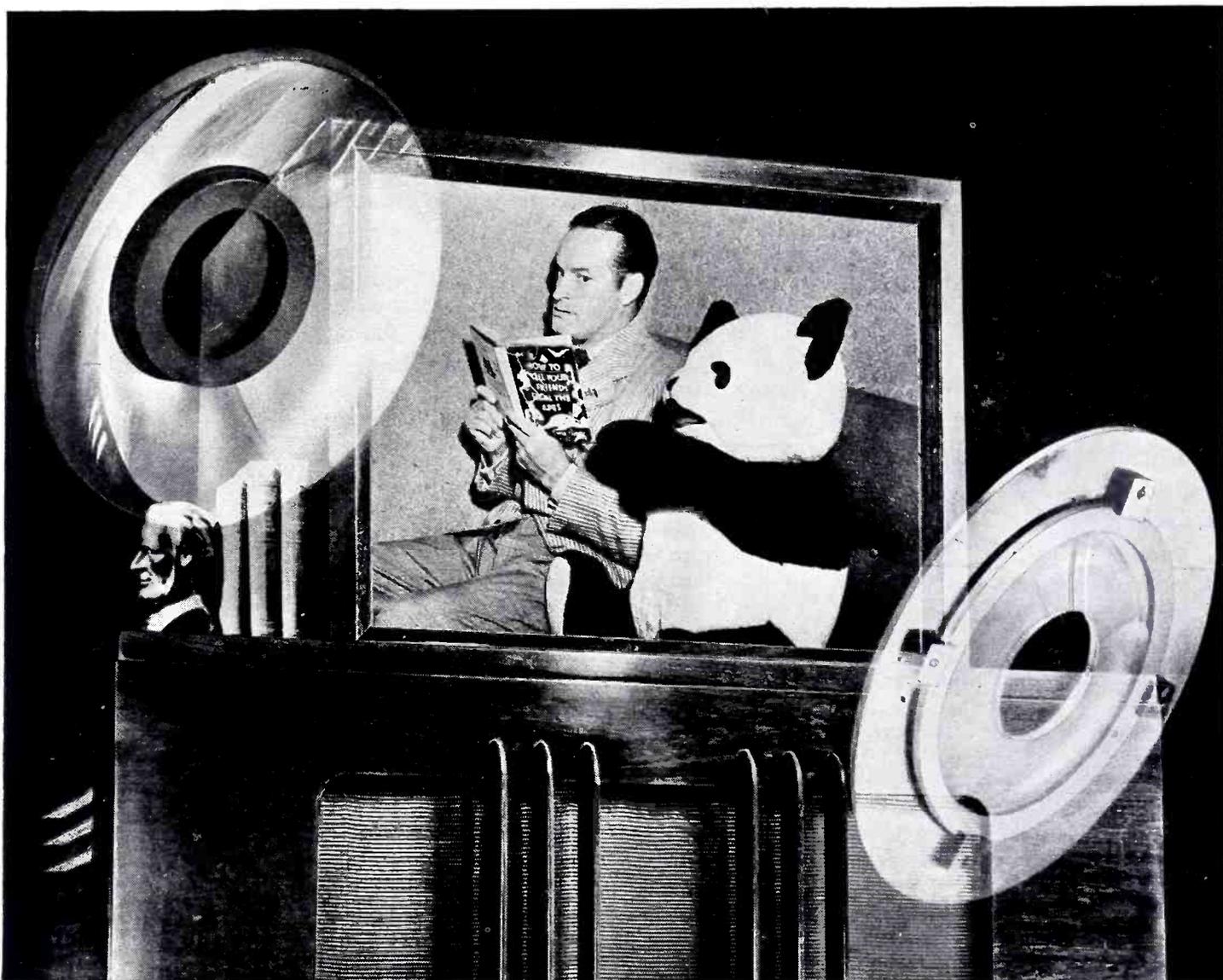
overhead in 1940 and saved \$4,233. He may have been able to effect some of this economy in 1939 but some radio-appliance dealers forget their overhead in the years of fat and try to economize only in lean years, hence, this monograph is particularly timely because business is in the upper brackets just now. The important thing to remember in this connection is that you should never let your fixed expense loom so high in ratio to variable expense that you can't effect satisfactory economies if sales veer off. I have known cases where the ratio of fixed to variable expenses ran 8 to 1 without serious effect on profits when sales were in high but when sales tumbled, a wipe-out of the entire variable expense, all the reduction it was possible to make, would not prevent an operating loss.

Undue expansion will sometimes skyrocket fixed expenses perilously and explains why some manufacturers are not so keen about expanding these days because the fixed charges that expansion brings with it, cannot be discarded when sales tailspin. The same holds true for all business enterprises. If you load yourself up too heavily with fixed expenses when

(Continued on page 42)

**Two Overhead Figure Comparisons**

EVERETT ROGERS		JOHN TERRY	
1939		1939	
Sales .....	\$60,800	Sales .....	\$60,500
Cost of sales .....	36,480	Cost of sales.....	36,300
Margin on sales.....	\$24,320	Margin on sales.....	\$24,200
<i>Overhead expenses:</i>		<i>Overhead expenses:</i>	
Fixed expense .....	\$14,180 (2)	Fixed expense .....	\$ 7,055 (1)
Variable expense .....	7,090 (1)	Variable expense .....	14,110 (2)
Total overhead expenses.....	\$21,270	Total overhead expenses.....	\$21,165
Net profit on sales.....	\$ 3,050	Net profit on sales.....	\$ 3,035
1940		1940	
Sales .....	\$50,700	Sales .....	\$50,400
Sost of sales.....	30,420	Cost of sales.....	30,240
Margin on sales.....	\$20,280	Margin on sales.....	\$20,160
<i>Overhead expenses:</i>		<i>Overhead expenses:</i>	
Fixed expenses .....	\$14,180	Fixed expenses .....	\$7,055
Variable expenses .....	4,963	Variable expenses .....	9,877
Total overhead expenses.....	\$19,143	Total overhead expenses.....	\$16,932
Net profit on sales.....	\$ 1,137	Net profit on sales.....	\$ 3,228



RCA Laboratories model with an 18 by 24-inch screen showing how Bob Hope may appear on future home television.

## ***New Projection Television - Bob Hope's face "big as life"***

Can you picture Bob Hope on television . . . seeing his face *big as life*—right in your own living room?

Well, you will—for now, thanks to RCA research, all limitations on the size of home television screens have been removed.

RCA Projection Television sets can have 18 by 24-inch pictures, or for that matter, pictures as large as the screen in a "movie" theater!

When you tune in an NBC television broadcast you'll almost think the actors are in the same room with you—and trust NBC, America's No. 1 network in sound broadcasting, to bring you the best in television entertainment.

This revolutionary improvement was achieved in RCA Laboratories by development of an entirely new reflector and lens, shown in phantom above. This lens, of inex-

pensive plastic, is 8 times as efficient for the purpose as the finest optical lens.

When you buy an RCA radio, phonograph or television receiver—or any other RCA product—you receive the benefit of the latest research development of RCA Laboratories. It is this *plus value* which is your assurance of lasting satisfaction.

The widespread public recognition of this plus value has given to RCA world leadership in the radio, phonograph, television and electronic art.



**Dr. D. W. Epstein** with a projection television tube, reflector and lens unit. Here the image on the end of the tube hits the reflector, is corrected by the lens, projected to the screen, then enlarged . . . making possible larger and clearer television than ever before.

# **RADIO CORPORATION of AMERICA**

PIONEERS IN PROGRESS



business skyrockets, you may not be able to get out from under when it resumes a normal trend or dips below normal. This does not mean that you should throttle reasonable expansion but consider all circumstances carefully before obligating yourself to carry fixed expenses that you can't cut because they cannot be discarded as readily as variable expenses.

Items usually classified as fixed expenses are:

- Rent
- Depreciation
- Taxes
- Insurance
- Interest on long-term loans and mortgages
- Heat, light, power, water
- Allowance for bad debts

Items usually classified as variable expenses are:

- Salaries of executives, salesmen and other employes
- Bonuses and commissions
- Office expense
- General supplies
- Advertising
- Maintenance and repairs
- Unproductive labor in service department
- Incoming freight, express and cartage
- Legal and accounting fees
- Travel, dues, subscriptions, donations
- Telephone and telegraph
- Delivery expense
- Interest and short-term borrowings
- Loss on trade-in allowances
- Miscellaneous expense, such as credit report fees, petty cash items, loss on inventory of tubes and parts, etc.

There is no standard ratio against which to check your proportion of fixed to variable expenses. In the radio-appliance field, my studies show that the fixed to variable ratio gyrates from 1 to 2½ to 1 to 6. You will naturally ask, "If the ratio varies

rather inconsistently with sales and profits, what policy shall I pursue in checking this important factor in expense control?" I would suggest that you try to maintain a ratio of at least 3 variable to 1 fixed, that you "eagle-eye" variable expenses at all times to keep them at minimum, that you refrain from saddling your business with a fixed expense unless you have considered all circumstances carefully, that you list fixed and variable expenses on your profit and loss statement separately so that the two

tain top standards of efficiency on expense control, and one way to accomplish this objective is to see that fixed and variable expenses are safely proportioned so that, unlike Everett Rogers, you do not go under with overhead. The figures in this article go back a few years but they are applicable at all times. If you carry too heavy a load of fixed charges, your business will eventually suffer. You may be able to carry the load in good times but when business slumps, look out. There is no assurance that sales will always be top-flight so it pays to play safe and watch this important element in overhead carefully.

There is a tendency on the part of all dealers to consider overhead as overhead and not classify fixed expenses separately on the profit and loss statement, watching the ratio of fixed-to-variable expense as keenly as they watch the net profit on sales. They slight this ratio just as they pass up periodical examination of the return on capital investment. This is bad business management because it may lead to a foxhole. High fixed expenses cripple when they bear down, not so with variable expenses because they can be cut at will. Even when getting a loan or credit for merchandise, a wise creditman will consider fixed expense separately from variable and a dealer may have difficulty getting credit accommodations if his profit and loss statement shows high fixed charges in ratio to total overhead on sales.

In the postwar period, and even today, business operation demands closer supervision, a more discerning eye, because it is getting more complex, hence, the dealer must do a better job of business management and before he can do this he must do a better job when analyzing the figures on his business statements. Checking the net profit isn't the all of business analysis by any means. It may have sufficed in the good old days but not in the days to come. Watching the ratio of fixed-to-variable expense is one important element of business analysis. Don't overlook it or you may be sorry.

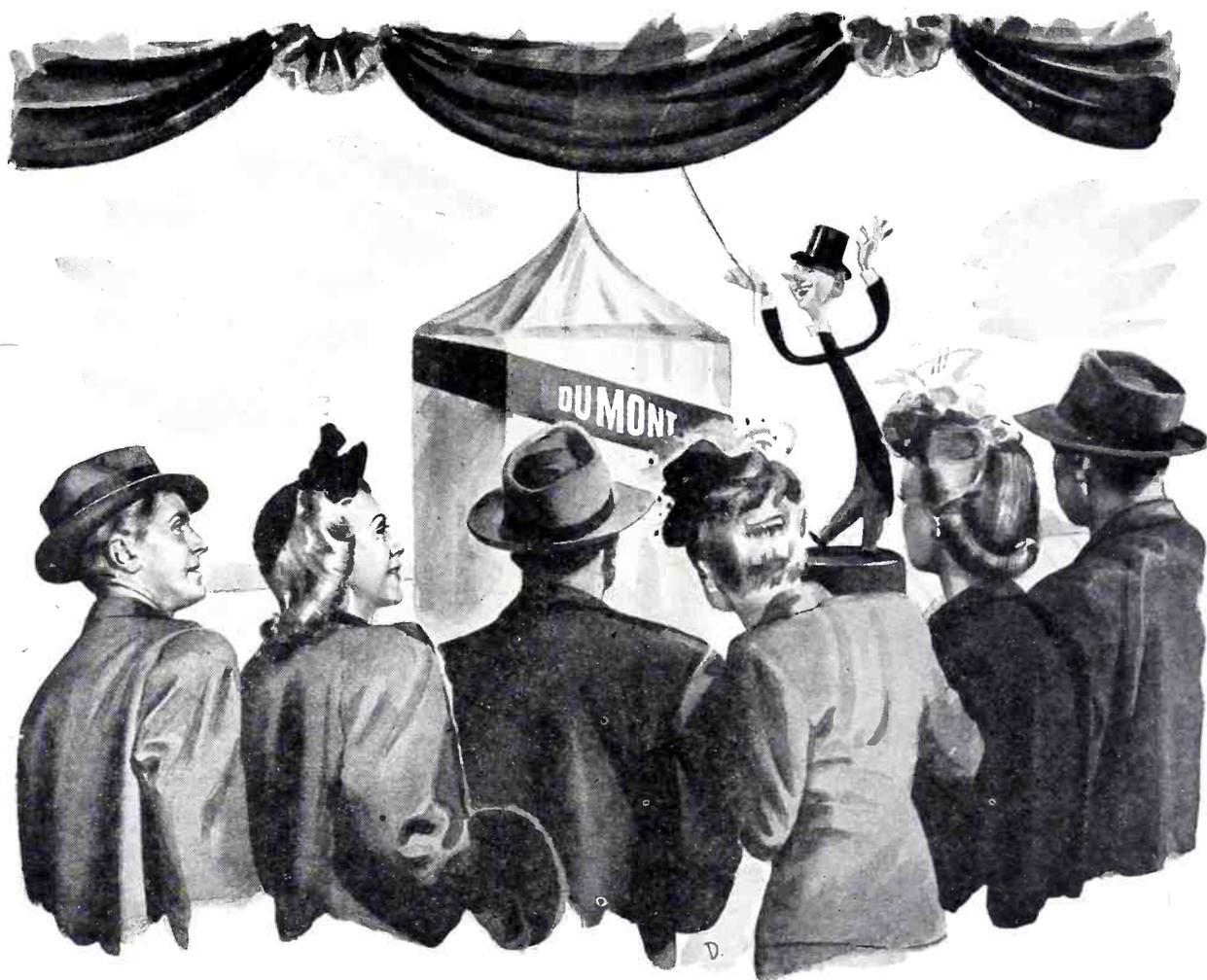
#### What Vets Must You Re-Employ?

When considering re-employment of a returned veteran, employers must remember that the law says a veteran "must have completed his service satisfactorily" and as proof of this must have a proper certificate. If he presents any of the following, you can forget it as far as the law is concerned:

1. Army Form No. 56 (blue)—Discharge.
2. Army Form No. 5 (yellow)—Dishonorable Discharge.
3. Navy Form No. 662 (yellow)—Dishonorable Discharge.
4. Marine Form No. 385-A (white)—Discharge.
5. Marine Form No. 385-C (white)—By Reason of Desertion.
6. Marine Form No. 385 (yellow)—Bad Conduct Discharge.
7. Marine Form No. 385-B (yellow)—Dishonorable Discharge.
8. Coast Guard Form No. 2510-B (yellow) — Dishonorable Discharge. . . . Conscientious objectors cannot claim re-employment.

classifications will stand out in bold relief for comparative study from month to month or period to period. A change in the ratio need not mean disaster, in fact, it may be for betterment, nevertheless, this ratio should be watched and any change probed immediately.

It should not be difficult to make sales during the remainder of the war and for a time in the postwar period but it will be hard to salvage profits on the sales made unless you main-



## DUMONT — FOR YOUR POSTWAR TELEVISION DEBUT

- Think about your future in Television.
- There is one thing certain. The television line that you sell must be so certainly right that it will assure your growth—your profits—your future. You won't be willing to gamble any part of your future by selling anything but the very best television line.

Look into the subject—see who will produce the finest Television-Radio Receivers.

Engineers—experts in electronics—are looking to DuMont. First, because Allen B. DuMont's pioneering made commercial television practical by developing the Cathode-ray tube—the heart of the television

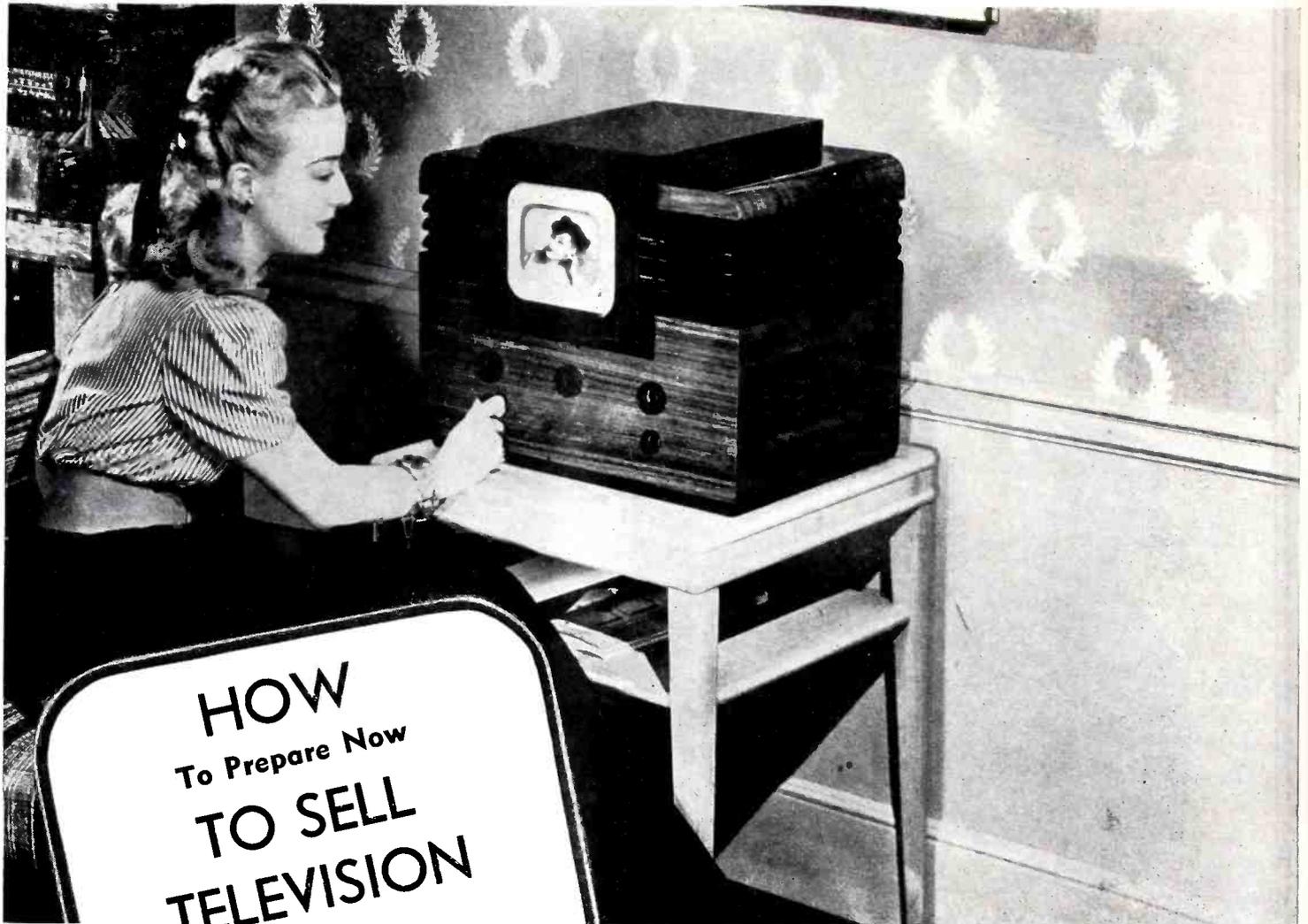
receiver. Second, because for 14 years DuMont has concentrated on precision electronics... perfecting clear, contrasting pictures, simplifying tuning, building sturdy, honest, high-precision equipment. These facts assure that DuMont Television-Radio Receivers will give performance above and beyond comparison. Assure your future with DuMont.

Perhaps you would like to see reprints of these advertisements. Write or telephone—Consumer Products Division, Allen B. DuMont Laboratories, Inc., 515 Madison Avenue, New York 22, N. Y.

Copyright 1945, Allen B. DuMont Laboratories, Inc.



ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.  
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK



**HOW  
To Prepare Now  
TO SELL  
TELEVISION**

**by Dan Halpin**

The time to get ready to sell television is right now.

Home television receivers will be made available to the public within about one year after civilian production is resumed, according to our best calculations.

By the end of 1955, according to estimates, thirty million homes in this country should be equipped with television receivers, if commercial television is given the "go-ahead" immediately after the war. Thus, one of the biggest selling markets in history is an early prospect for those who identify themselves with television.

To capture their share of this market, dealers in television will need a sound merchandising plan, and to-

day is not too early to start developing a practical program of television advertising and exploitation.

In the first place, of course, the dealer must himself have a clear con-

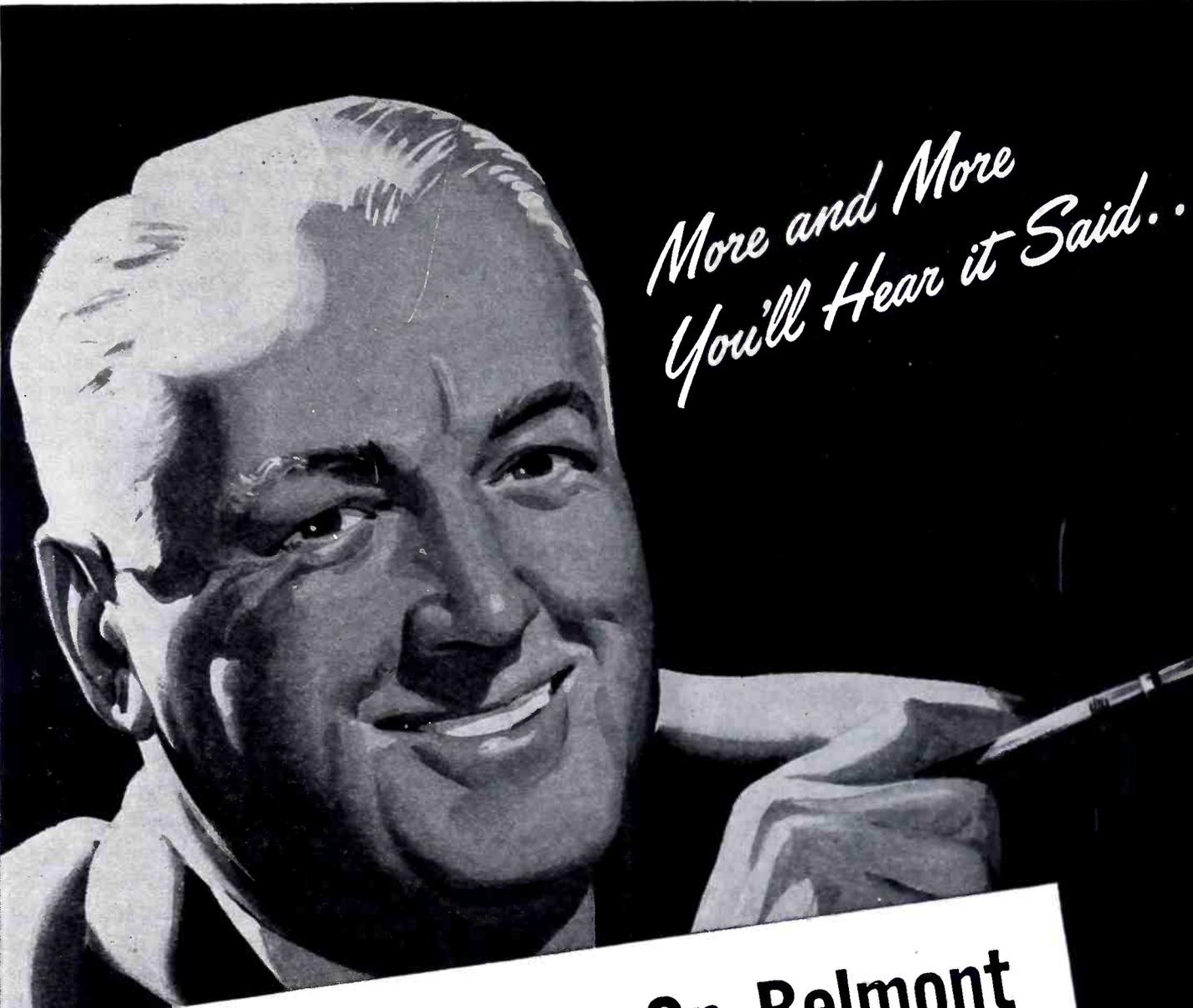


*Mr. Halpin is Television Receiver Sales Specialist, RCA Victor Division, Radio Corporation of America*

ception of what television is and what it offers in the way of entertainment, education and information. Perhaps the simplest definition of television is "sight and sound by radio." It brings directly into the home a living theater of sight and sound which provides a broad range of unique entertainment, a direct means of education through simultaneous seeing and hearing, and information about thrilling events at the moment they are taking place.

Technically, television is all set to go as soon as war restrictions on manpower and materials are removed. In March there was demonstrated for the first time an advance development model of a large-screen television set which incorporated important tech-

*(Continued on page 46)*



*More and More  
You'll Hear it Said...*

## Keep Your Eyes On Belmont

American progress has been built on a spirit of business competition. And this spirit did not die with the war. Today, it inspires American manufacturers to the greatest efforts in history... a determination to out-invent and out-produce the enemy all over the world.

When the nation's inventive and manufacturing genius again can be devoted to the ways of peace, great gains will have been made in America's industrial knowledge and production facilities. And nowhere will these gains be greater than in the field of electronics.

Here at Belmont, we now can say without hesitation that Belmont's post-war television receiving sets will be far superior to anything visualized before the war. Nor do we hesitate to say that Belmont FM Radio receiving sets virtually will eliminate interference and static. And of course, there will be Belmont Radio and Phonograph Combinations which will represent a remarkable advance in performance and value. Keep your eyes on Belmont. Belmont Radio Corporation, 5935 W. Dickens Avenue, Chicago 39, Illinois.

# Belmont Radio

• RADAR ★ TELEVISION ★ FM ★ ELECTRONICS

(Continued from page 44)

nical advances; and the promise of a television home receiver that would provide large, bright, clear pictures far superior to pre-war video images became a postwar certainty. The demonstration showed television pictures which could be viewed easily from any part of a large room, on a receiver screen measuring 16 by 21 1/3 inches. This was an advance development model of the large-screen home receiver of a type we expect to produce with the lifting of wartime restrictions.

Survey after survey has indicated that people will buy television sets if the price fits their pocketbooks. The estimated market price of a large-screen home television receiver, including frequency modulation and standard radio reception, will be about \$395. Among other home television receivers planned by many



Whether the dealer is measured by the inch or dollar, GAROD cooperation measures the same for all of them. Every GAROD dealer will be stocked with the best-looking, best-performing, best-selling sets in the field. Your profits will be protected. You'll receive the full benefit of the GAROD promotional power. In short, you'll get what you want—quick sales, satisfied customers, and money in the bank.

Place your order now with your nearest GAROD distributor.

**GAROD** FOR THE EXTRA MEASURE **RADIO**  
70 WASHINGTON STREET BROOKLYN 1, N. Y.

companies will be models employing direct-viewing tubes, including a table model to be priced at about \$150.

With the market ready for television—and television receivers to be on the market soon after the resumption of civilian production—now is the time for merchants to prepare for the television business ahead. Sponsors, advertising agencies, radio broadcasters, and producers are already learning all they can about television before it hits the postwar market. There are many practical steps the television dealer can take right now.

Of first importance to television receiver selling is actual demonstration, and the dealer should plan now to have facilities ready to demonstrate television as soon as the first sets became available. In the handling of television—perhaps more than in the selling of any other radio or electronic equipment—the dealer will need to be a good demonstrator and a good sales dramatizer. The dealer handling television instruments will have almost unlimited opportunities for glamorizing this new medium of sight and sound; it will be good business to make the most of these opportunities.

For most effective results, demonstrations of television should be given in surroundings resembling as closely as possible a living room in the home. Television needs a quiet setting, with comfortable chairs, and an unhurried atmosphere. In planning a "television theater" the dealer will be well advised to partition off a roomy, comfortable section of his headquarters, allowing plenty of space for proper picture presentation.

The dealer's "television theater" should be placed where customers can relax and thoroughly enjoy the sight and sound of television. Such a theater would serve two main purposes: to give television demonstrations to individual customers, and to hold demonstrations for invited groups of people who may be prospective customers. It goes without saying that this demonstration headquarters should be prominently located in the store, given full promotion, and in every way be made an important selling arm for television.

But what about the dealer in a community which has no television hook-up? Is it logical for him to spend time, effort, or money to promote his store as television headquarters when he can see no immediate prospects of program service for the community? Our answer is "yes." In some ways it is even more important than for the dealer in a city already having television service. He needs to arouse so high an interest in television that the community will demand a television hook-up. Where there is a real demand, American business has always found ways and means of supplying that demand, and television will be no exception to this rule. Television is destined to be a billion dollar industry, and every dealer should be staking out his claim right now to a good share of this gold mine.

In every community in the United States some individual is going to take first place in television. Today is the time to start gaining this leadership. One way is to learn all you can about television, to become an expert on television in your community. Know the programs that are currently being telecast. Read the television magazines or publications devoting space to video. Keep in touch with manufacturers' plans for postwar television. Speak before civic and fraternal organizations as an authority on television. All these things will fix you and your business in the public mind as the headquarters for television. The reputation you gain now will pave the way for leadership in postwar television sales when receivers are placed on the market.

It is not too early to let both the interior and exterior of your store do pre-selling of television. Within

(Continued on page 48)

**Ted McElroy**  
World's Largest Manufacturer of  
Wireless Telegraphic Apparatus  
COMPLETE CENTRAL OFFICE EQUIPMENT  
**McElroy Manufacturing Corp.**  
82 Brookline Avenue • Boston, Massachusetts

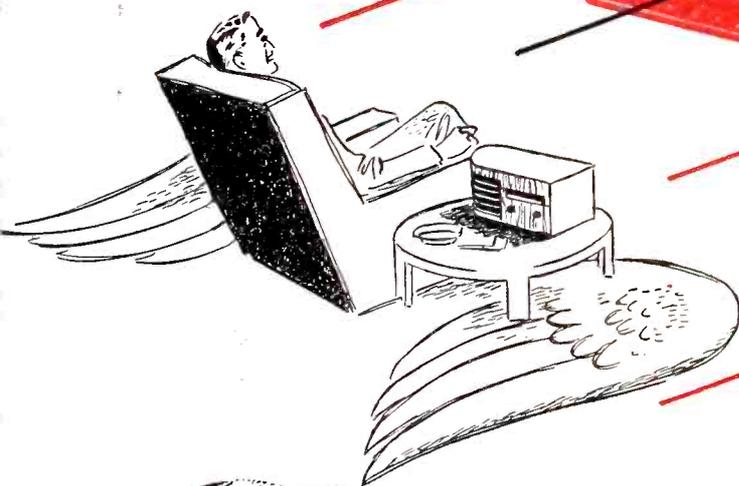
# travel with

# Trav-Ler

Georgia is also beautiful to listen to . . . especially with a postwar Trav-Ler Radio. Soaring notes and low-voiced tones are reproduced with such realism that listening is like traveling from living room to studio. Trav-Ler developments in AM and FM reception and design, combined with price-appeal, will be "good news that travels fast". Future-minded dealers are invited to write.

**TRAV-LER KARENOLA RADIO & TELEVISION CORPORATION**

1034 W. Van Buren St., Chicago 7, Ill.



☆ Georgia Carroll, with Kay Kyser's "College of Musical Knowledge", NBC

**TRAV-LER** Karenola  
**RADIOS** RECORD PLAYERS

1032-38

(Continued from page 46)

the store, plans can be made for equipment to build traffic to the television department, the "television theater" of your store. Floor plans can be drawn up now to provide demonstration space.

Window displays can repeatedly emphasize television and its dramatic place in home entertainment and education. One window dressing might be made up of news bulletins about television clipped from newspapers and magazines to keep the public informed of television developments. Other displays could be developed from material about television which local radio stations, for instance, might supply.

News about television can effectively be tied in with local or national happenings. In connection with the coming War Loan Drive in April, as

an example, a television window display could be developed, urging people to buy Bonds now and buy television sets after the war.

Thus even before television sets are available for sale, the dealer can effectively create public desire for this new wonder of entertainment and education. In building up a strong anticipation of television, the dealer at the same time will be identifying himself as the community's leading television merchant.

It is not too early for the dealer to start thinking about his television sales force, and of means of training this sales force. Selling a television set will call for a more dramatic sales presentation than any other electronic instrument, because television itself is a dramatic medium of entertainment. It will call for modern

techniques in selling; it will call for imagination and versatility on the part of sales representatives.

Hand in hand with the consideration of a future television sales force, is the present building up of a prospect list for television sets. It may seem premature to get together prospect lists for instruments which have not yet reached even the production stage. But when things start to move, they may move fast, and the dealer who is well prepared to move television receivers into his store and out again on the way to customers will be leading the parade.

It is important, too, that dealers give careful thought to the selection and training of personnel for servicing television, should this service be offered. The prospect of finding men in this category is not so hopeless as it would appear at first thought when we remember that a great many men trained by the Army and Navy in the operation of radar and other electronic equipment will eventually become available for commercial television.

From these brief suggestions, it can be seen that the merchandising of television will call for a sound, well-developed program. In planning for the handling of television, the dealer is planning for business which should mount up to thousands of dollars in even the smallest community. It is a business worth going after. Perhaps the best indication of its magnitude can be gained by the fact that a substantial sum of money for research and development of television, has already been invested by the industry. Here is a positive indication of the faith the industry has in its ability to satisfy a critical, discriminating public with television receivers and program service that will receive the whole-hearted enthusiastic support of millions of buyers of television.

The time to get ready to sell television is *now!*

---

## 100,000,000 RADIOS FORECAST FOR POSTWAR PERIOD

American families will buy 100,000,000 radios within the first five or six years after total victory, according to a survey of home radio owners conducted by one of the country's leading independent market research organizations under the anonymous sponsorship of Sylvania.

The results of the survey were announced by Frank Mansfield, director of Sales Research, Sylvania Electric Products, Inc. Two-thirds of the current population, stated Mr. Mansfield, will order the first new sets on the market, preferably combination radio-phonograph models. More people say they will pay an additional \$75 for television than will spend \$10 extra for Frequency Modulation. However, if FM doesn't dig a hole in their pockets any deeper than \$5 they want it almost to a man. The public will demand as many gadgets as it can get and insist on short wave, though they seldom use it on their present sets.

The survey revealed that in the past radio buyers displayed little loyalty to the brand of radio owned. Illustrating

this, 63 per cent of the families who own three sets admitted that all three were different brands.

The public indicated that provided telecasting stations are within range, and program quality is acceptable, it would buy fifteen million television sets at \$75 over the usual cost of a radio set. Mr. Mansfield pointed out, however, that "It looks as if good television reception will cost anywhere from \$125 to \$200 extra." He added, ". . . it is entirely possible that, within a few years after introduction on a large scale, television will be low enough to meet majority acceptance." Only a little over three per cent of the people are willing to pay an additional \$300 for television and less than 30 per cent believe they want to see television programs if it adds \$125 to \$200 to the cost of the set."

It is interesting to note that push-button tuning is fairly popular but that of the 31 per cent who have it, one-quarter report unsatisfactory service. That indicates a need for considerable improvement in this type of tuning.

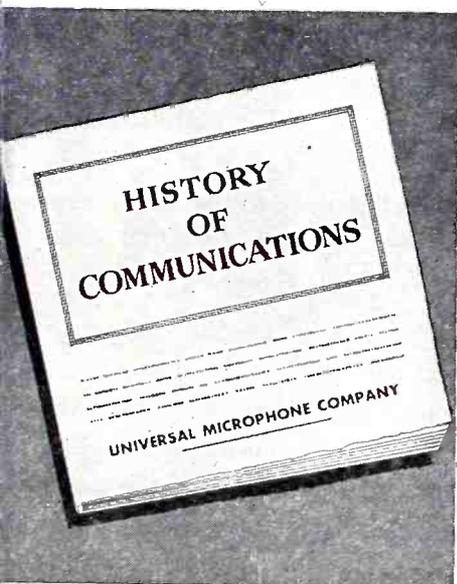


## UNIVERSAL'S NEW D-20 MICROPHONE

The stage was set for something new and here it is. Universal's new D-20 Microphone . . . soon on your radio parts jobbers' shelves to fill your essential requirements . . . uses Universal's "Dynoid" construction . . . A dynamic microphone of conventional characteristics built to fill the utility requirements of war time plus advance styling of the many modern things to come. Orders placed now with your Radio Parts Jobbers will assure early delivery when priority regulations are relaxed.

*Write for Bulletin 1458 Covering This New Microphone*

◀ **FREE** — *History of Communications Picture Portfolio. Contains over a dozen 11" x 14" pictures suitable for office, den or hobby room. Write factory for your Portfolio today.*



**UNIVERSAL MICROPHONE COMPANY**  
INGLEWOOD, CALIFORNIA



# Service Means Sales

*in the postwar future*



by

**Harry Byrne**

During this war period, radio servicemen have done a remarkable job. In the face of serious shortages of material, parts and help, they have maintained the performance of the nation's radio sets. As a matter of fact, for the past three years, servicemen have been the only contact the public has had with the radio industry. Today they enjoy the complete confidence of the buying public. They have proven themselves by their ability to keep radios working. They have proven to the consumer that they are radio technicians and that radio is their business.

Stop for a minute and analyze this from your own personal viewpoint. During the past three years, you have made hundreds of valuable contacts with the radio set owners in your community. Have you realized what a tremendous advantage this can give you in the postwar selling era? Because of the job you have done, your radio recommendation will carry weight. And, if your recommendation of the type or make of radio will influence the buyer, why not make the new set sale yourself?

I've heard it said quite often that the best salesman in radio today is the hard-pressed radio serviceman. That, fortunately, or unfortunately, as the case may be, is true.

Let us for the moment analyze the past successes in radio set merchandising. Remember back in the early days of radio, how the manufacturers wined and dined the music dealer whom he thought was the logical outlet for radio sets? Remember, too, how the specialty appliance dealer entered into the picture and ran away with the retail end of the radio business?

**The radio serviceman has an unusual and favorable opportunity to sell radio sets after the war. He is the only salesman invited into the customer's home. The customer's attention is focused on his radio and at the same time he is in the relaxed mood of one in familiar surroundings. He is approachable and receptive. Furthermore, the serviceman can see for himself what his customer's needs are and make suggestions accordingly.**

The answer to the success of the specialty appliance dealer was his introduction of house-to-house canvassing. "Pushing doorbells," they call it, but it sold radios.

Today the art of pushing doorbells is a true war casualty and I doubt that radio servicemen have the time to revive the art.

But if pushing doorbells sold merchandise then, why shouldn't it be possible, after being invited into your prospect's home, for you to sell radios and other appliances, when things are again available?

Based on a nation-wide survey made by eighty-four utilities, it is estimated that there will be an accumulated demand for 10,195,776 radio receivers at the close of the war.

How much of this demand is accumulated in your community—among your service customers? Have you ever stopped to inquire into their needs? Have you ever asked them what appliances they anticipate buying after the war?

*Mr. Byrne is Sales Promotion Manager of John Meck Co., Plymouth, Ind.*

*(Continued on page 52)*

Depend on  
**ARVIN**  
for Action

When war work ends . . . the Arvin merchandise you've ordered from your distributor will come along fast—because Arvin will be ready for action—all set to produce a beautiful line of Top Flight Radios and other Arvin Products as soon as possible—as explained to your customers in the magazine page, reproduced below, from a current issue of Collier's.



Arvin was Ready to **GO**

but the Light Stayed **RED!**

READY FOR THE "GO" SIGN

**ARVIN**  
*Top Flight*  
**RADIOS**

**REMEMBER LAST FALL** when it looked like the "green light" for home-front production was coming on? *Arvin was ready then* . . . all set to produce a beautiful line of Top Flight Radios for you and your family . . . and other Arvin products for your comfort, convenience and pleasure.

▶ But the light stayed *red* because of war needs . . . and Noblitt-Sparks Industries kept right on building fine radios and other essential equipment for *fighting men* . . . instead of Arvin Radios and other products for your home.

▶ Some fine day the sign will say "GO" for the production of the Arvin products you are wanting . . . and they'll come along fast to your dealer's store . . . including Arvin Top Flight Radios . . . tiny ones, middle-size ones, big ones, radio-phonograph combinations with AM and FM, table models, floor models, portables and rural battery sets.

▶ Then, you can radio-furnish your home completely and economically with Arvins . . . upstairs, downstairs, all through the house and outdoors, too . . . top flight values from an old reliable manufacturer with more than 25 years of experience.

Products to come from **NOBLITT-SPARKS INDUSTRIES, INC.**, Columbus, Indiana  
When war work ends . . . ARVIN Radios, Metal-Chrome Dinette Sets, Metal Outdoor Furniture, Electric Heaters, Electric Irons and Appliances, Laundry Tubs, Car Heaters and Other Equipment for Homes and Cars.



**UPSTAIRS**



**DOWNSTAIRS**



**ALL THROUGH THE HOUSE**



**OUTDOORS, TOO**

## SERVICEMEN'S SALES

(Continued from page 50)

The radio serviceman accounted for only a very small percentage of the pre-war radio sales volume. That, we believe, was caused by the fact that at that time, radio manufacturers offered them no sales help, preferring to do business with retail stores of various types.

It may be assumed that after new radios are again available, radio service work may be less plentiful. It is wise, therefore, for you to start making plans now for the sale of radio sets after the war.

Servicemen enjoy a tremendous sales advantage over the retail store that depends on store traffic to secure sales volume. You have the advantage of entry into your customer's home, the advantage of his complete attention right at the time when his thoughts are centered on radio.

Generally speaking, radio servicemen are technicians. They are more interested in what makes a radio work than in merchandising features. Don't talk technically to your radio prospects. Unless you know otherwise, assume that they do not know anything about how a radio functions. Stress appearance, that's the biggest single selling point in radio—particularly to women. After the war

when new cars are again available, take your wife and visit a new car salesroom. Arrange so that the salesman talks to your wife and you listen to his conversation. You will notice that he will hardly mention the motor or other technical features. He will stress the two-tone upholstery, the ash trays, the appearance of the dashboard—or, in other words, *the gadgets*. All this is the result of a long experience in the automobile industry. It has been proven that these gadgets sell far more automobiles than mechanical features. That's merchandising.

The same situation is true in the radio business. Certain features sell. Appearance is one—tone is another dial arrangement is another. If your customer has a choice of several similar models, it is wise to try to get them to commit themselves to a feature on one and then concentrate your sales efforts on that particular model. In this manner, you are helping the customer sell themselves.

It is wise also to do as much of your selling as possible in the home. If, during a service call, you interest the housewife in a radio but find that the husband must be consulted, arrange to return when he will be home. Do not suggest that they visit your shop. By contacting your customer in his home, you eliminate competition.

Let us for the moment assume that radios are available and you as a serviceman are selling them. You are making a call on a service customer to repair their large radio. You have with you a table model radio for display purposes. Connect this set and let it play while you work. This will cause comment by the customer and in the majority of cases they will confess a need for an additional small set or phonograph record player. The next step is to let the customer select the type they prefer and offer to

bring it over that evening. If they like the model you brought with you, try to close the sale immediately and leave the radio there. You can make arrangements with a local bank or finance company to handle time payments and women seem to love time payments. This will overcome the argument against an immediate outlay of a large amount of cash.

Don't lose sight of the tremendous market for phonograph record players. Even if your service customer is not in the market for a radio set, many will want a record player. This is particularly true in homes that have high school age children.

A second sales opportunity for record players is to high school students. Use any means possible to advertise to them. Use the school paper. If it is possible to distribute hand bills to them, do so.

Radio servicemen have a golden opportunity. Every service call should also be a sales call. Ask your service customers what appliances or radios they plan to purchase after the war. Jot it down in your little black book.

Radio servicemen can sell radio sets and record players. When merchandise again becomes available, many will. Whether you do or not is entirely up to you. If you recognize the opportunity in radio set sales, you *can* sell them.

In conclusion, let us leave just one thought with you. Your success in radio set sales depends on the effort you put behind it and by letting your service customers know that you are selling them. If you buy a few radios and put them on a shelf, you will not sell many. If you talk new radios to everyone of your service customers you will find it a very profitable business.

**FADA**  
*Permanent*  
**NEEDLES**

List \$1.00

**Special Introductory Offer 39¢**  
(TO DEALERS ONLY—IN LOTS OF 6 OR OVER)

- Plays 4M Records without changing
- Better Tone Reproduction
- Help Reduce Background Hiss
- Longer Record Life

**FADA OF NEW YORK**  
928 BROADWAY NEW YORK 10, N. Y.  
Large Stock of Replacement Parts and Cabinets

"My sales record is unbroken!"



Slick chick, this dame. She comes up to me and says, "I want a radio-phonograph that's really modern. I'm particularly interested in the phonograph because I collect records." Well—this is just my dish—So I slip the Demonstration Record into the Crosley Combination and turn it on.

The record turns—not a sound. "You've forgotten to put in a needle," she points out. "Yeah—on purpose," I says. "That silence you hear is the Crosley Floating Jewel\* Tone System. Goodbye needle noise forever. No needles to buy, change or hear—your records last up to 10 times longer.

That "silent treatment" gets 'em! Then the music starts lush and full—so I wise her up to the buttons of the Master Tone Control—"64 different tone combinations—pick the combination you like best for anything you're ear-ing—radio or records."

## HEARING is believing

Nothing sells a Crosley faster than a *Crosley itself!* Let your customer listen to the "silent treatment." Show her the diagram of the ordinary sharp needle and the Crosley Floating Jewel\*. Play the Demonstration Record and her own ears will convince her that there's nothing like a Crosley.



Old fashioned sharp needle "Sera-a-tyh! Hi-i-sss! Chatter!"

Floating Jewel\* Tone System "Good-bye Needle Scratch!"

But you can *tell* her this: Crosley offers every modern improvement in radio-electronic design, plus the finest cabinet work, plus unsurpassed mechanical skill, in producing top quality, long-lasting, dependable products.

Every Crosley household appliance and radio brings your customers PLUS advantages and features they can *see*, or *feel*, or *hear!*—always features you can *demonstrate!*



Oh, brother!—Did that record sell her!—Better than that, she's been selling her friends for me. As I always say, hearing is believing.

\*Patented

Radios : Radio-Phonographs : FM : Television : Short Wave : Electronics : Radar  
Refrigerators : Home Freezers : Household Appliances : The Crosley Car :  
Home of WLW, "The Nation's Station"

# CROSLEY

THE CROSLEY CORPORATION, CINCINNATI 25, OHIO



## The Scanning Process in Television

In the last issue, we saw that before a picture can be transmitted, it must first be broken into individual picture elements; that these individual picture elements are then transmitted over a cable or on carrier waves *one at a time* in rapid succession.

Modern television devices make use of the electronic scanning devices which incorporate the iconoscope or orthiconoscope (orthicon). Before proceeding with the study of these complex devices, it would be wise to examine early attempts at scanning and transmission. The problems that arose in these early attempts at scanning will explain the reasons for many of the modern developments.

### *Early German Scanning Devices*

Back in 1884, the German, Paul Nipkow, built a crude television system. The most interesting part of this system was the scanning device, which was entirely mechanical in nature. Basically, it consisted of a scanning disk (figure 1, below).

This was a flat metallic sheet with a series of holes or perforations arranged in a spiral at the circumference of the metal. Note that each hole is set slightly closer to center than the preceding hole. Now suppose that this disk is mounted on a shaft, so that it can be rotated, either

by a small motor or even hand-operated. Any light on one side of the disk, will therefore pass through the holes on the other side. (See Fig. 2.)

As the disk is rotated, light from the object passes through one hole at a time. If we begin to rotate the disk, so that the inner perforation is the one to receive light first, the first spot of light coming through to the outer side will issue from the

top of the object. Perforation No. 2, which is closer to the edge will come into line with a spot on the candle immediately below that. Perforation No. 3, will capture light from the spot below that. And thus each "line" of the object would be slowly scanned, producing as many "lines" as there are perforations in the disk. Furthermore, each line is actually subdivided into picture elements. To understand how this second process can occur, see Figure 3. If we place a frame in front of the disk, the perforations, as they come by, will pass from one side of this frame to the other side.

In other words, the individual line is broken up into picture elements. Nipkow had thus found a method of scanning. To improve the system, he used lenses to focus the object to be televised at the scanning disk.

In last month's article, we saw that before we could transmit the picture elements, we would have to convert their light energy into electrical energy, and that this could be accomplished by the use of photoelectric cells. This, Nipkow was able to do by using a selenium type of photoelectric cell. He placed the picture frame mentioned above in front of the scanning disk thus getting it into the path of each perforation as it came by on the rotating disk. As each spot of light passed through one of the perforations, it produced an

*(Continued on page 56)*



MR. JOSEPH OXENHORN

**Your Technical Editor brings you a concise and simple explanation of the mechanical and electronic principles of scanning. This is one of the basic elements of television, the understanding of which is a key to the knowledge of the entire structural development.**

# SPRAGUE TRADING POST



## A FREE Buy-Exchange-Sell Service for Radio Men



As a radio serviceman, no one has to tell you that a wire wound resistor is no better than its insulation — or that that is why Sprague Koolohm ceramic insulation is applied directly to the wire and the assembly then DOUBLY protected by an outer ceramic tube. Koolohms operate so cool you can use them at full wattage ratings. They are highly resistant to both moisture and heat. They give you higher ratings in smaller sizes. KOOLOHMS will not let you down!

**WANTED**—25B8GT tube for cash, or will exchange any other hard-to-get type. J. Neva, 711 Fifth Ave., New York 22, N. Y.

**WANTED**—RME-99, new or in good used condition, ready to operate. Describe fully. Also want good CRT (1802-P4). Pvt. Jos. Zukanskas, APO 94, c/o P.M., New York, N. Y.

**FOR SALE**—Some radio tubes, parts and electrical books. Need test eqpt., back date radio magazines, No. 24 to No. 32 magnet wire or what have you. Write for my list. Luther P. Asebes, P. O. Box 296, Omar, W. Va.

**WANTED TO TRADE TUBES**—Tube for tube. I have the following surplus, all new, in cartons: 1-1V, 2-6L6, 2-6K6, 2-6F8, 5-6Z5, 1-6B4, 1-6A No. 5, 1-6AC5, 1-40, 2-89, 5-1T4, 2-6B8, 4-12J5, 10-27, 3-24, 2-50, 5-155, 4-30, 2-6SL7, 2-6SN7, 2-7B5, 3-6SK7, and 6-6SH7. I need: 1R5, 1A5, 1A7, 1N5, 1H5, 3Q5, 6A7, 6A8, 6D8, 6K8, 6SA7, 7A8, 7Q7, 7B8, 5Z4, 5Y3, 5Y4, 5W4, 12SA7, 12SK7, 12SQ7, 12A8, 12K7, 35Z4, 35Z3, 35Z5, 25Z5, 25Z6, 80 and 83. O. K. Radio, 616 East St., Grants Pass, Oregon.

**FOR SALE**—Supreme No. 85 tube tester with octal and loktal adaptors and up-to-date charts, No. 20; RTA precision analyzer with cable and adaptors to 7 prongs, has 0-30-300-600 d-c voltmeter, 0-15-150 d-c milliammeter, 0-3000-300,000 ohmmeter, \$25; Readrite No. 550 oscillator with output meter, \$10. All three \$50. Paul L. Graham, Belgrade, Nebr.

**URGENTLY NEEDED**—New or used Hallicrafters; Echophone or Super-pro and 32L7 tubes. H. Fisher, 311 Florida St., Baton Rouge, La.

**WANTED**—Crystal pick-up and a signal generator for cash. Thomas W. Ball, 16 Ulster Ave., Saugerties, N. Y.

**URGENTLY NEEDED**—Echophone EC-1 for boy overseas. Mrs. S. A. Hammack, 421 South 11th St., Clinton, Okla.

**FOR SALE**—OC Clough Brengle sig. generator, 400 cy. audio output, \$25; Superior channel analyzer, \$25; Model J code sender, never used, \$10, with 2,000 ft. of tape; large stock radio parts, resistors, condensers, vol. controls, speakers, etc., \$25. Harry Galewski, 216 Center St., Winona, Minn.

**URGENTLY NEEDED**—Guthman

U-16 geared band spread dial and assembly for 1938 Guthman U-17 Silver-Super. Browning, RME, Guthman, Meissner, or Howard pre-selector (with or without tubes); Million OD sig. generator or equal; Meissner 456 crystal filter unit (less 11tal); RME No. 99 receiver. Cpl. L. L. Pimbert, R. C. Signals, 510 Jarvis St., Apt. 7A, Toronto, Ont., Canada.

**WANTED FOR CASH**—Two carborundum crystal detectors, Type No. 30, made by the Carborundum Co., preferred. Describe fully. Lee B. Walroth, Davenport, Nebr.

**WANTED**—These tubes: 6K7, 6A8, 25L6, 25Z5, 35Z5, 6U5, 6Q7, and 3Q5. J. Coad, 630 W. 4th St., Chico, Calif.

**WANTED**—2-35A5, 3-50L6, 2-25A7, 3-12Q7, 3-25Z5, 2-70L7 in factory sealed cartons. Robt. C. Dala, 8 Chaplin Ave., Rutland, Vt.

**FOR SALE**—Hallicrafters Sky Champion model S-20. J. A. Drummond, 629 California St., Watsonville, Calif.

**WANTED**—V-O-M, tube checker, sig. generator, freq. meter, and an oscilloscope, new or used. A. G. Donnull, 39 Hampton Roads Ave., Hampton, Va.

**WANTED**—Skybuddy or EC-1 comm. receiver. A. L. Moore, 1503 S. Van Buren St., Auburn, Ind.

**WANTED**—Meter for Superior Super all meter model 1150-S. Lee Roy Storm, Trowbridge, Ill.

**FOR SALE**—Triplett 1210-A tube tester; Detrola recording machine with playback and carbon mike. Want Echophone in good shape. Tucker & Hopkins, N. 1st St., Pulaski, Tenn.

**WANTED**—Power transformer for Crosley 1117 radio; speaker for Philco model 20. F. A. Munson, Windham, N. Y.

**WANTED**—At least two public address systems in good condition with 35 watts at the most; also want compl. set radio manuals. L. J. Harris Radio Service, 402 W. Bolton St., Savannah, Ga.

**FOR SALE OR TRADE**—Have Webster 3-stage power amplifier with p.p. 250's in output. Compl. outfit for making glass numbers and signs; electric hair clippers; car radio and heater. Want Weston 772 or similar or combination; vibrator tester; Rider's manuals; also old all-wave radio, condition not important. Glenn Watt, Chanute, Kans.

**WANTED**—Echophone EC-1. L. T. Roberts, 718 E. Milam St., Mexia, Texas.

**FOR SALE**—New Superior sig. generator No. 42, operating to 90 mc; also Superior No. 1280 tube checker for new tubes and V-O-M combined; and 2 in. cathode ray tube. Want to buy micro-ammeter. Joseph Opalka, 48 Milton Ave., Amsterdam, N. Y.

**WANTED**—Superior No. 1280 set tester; also channel analyzer or equivalent. Walter Jandro, Bldg. 58, Apt. 218, Success Park, Bridgeport, Conn.

**FOR SALE**—Hickok No. 19X crystal controlled R.F. sig. generator, 85 kc. to 144 mc., 100 kc. crystal and 1000 kc. harmonic. Please write—do not call. B. S. Sterling, 151 E. 70th St., New York City.

**URGENTLY NEEDED**—By veteran, late model tube tester, sig. generator, Rider manuals, tubes and charts of all kinds. Cecil B. Stephens, Box 213, Bedford, N. C.

**URGENTLY NEEDED**—12SQ7 and 35Z5 tubes. Stanley Klucznik, Conrath, Wis.

**FOR SALE**—2 large 6L6's, 2 large 2A3's and 2 6AB7's. Alfred M. Alexander, 159 Putnam St., New Haven, Conn.

**WANTED**—50L6, 35L6, 12SA7, 25Z5, 25Z6, 1A7, and 50Y6 tubes; also small radio and test equipment. Variety Radio, 556 Third Ave., New York 16, N. Y.

### YOUR OWN AD RUN FREE!

Send us your Sprague Trading Post advertisement today. We'll be glad to run it free as part of our special wartime advertising service to the radio profession. WRITE CAREFULLY OR PRINT. Hold it to 40 words or less. Please do not specify any particular magazine for your ad. We'll run it in the first available issue that is going to press. Sprague of course, reserves the right to reject ads which, in our opinion, do not fit in with the spirit of this service.

Dept. RJ-25, SPRAGUE PRODUCTS CO., North Adams, Mass.

Jobbing Sales Organization for Sprague Electric Company

# SPRAGUE CONDENSERS KOOLOHM RESISTORS

Obviously, Sprague cannot assume any responsibility, or guarantee goods, services, etc., which might be exchanged through the above advertisements

# THE SCANNING PROCESS

(Continued from page 54)

electrical effect upon the selenium cell. This effect was translated into an electrical impulse. And the strength of the impulse produced depended upon the light quality and quantity issuing from the individual picture element which was then being scanned. Thus a series of varying impulses could be transmitted over a wire connected to a receiver. We shall not stop here to discuss the nature of the receiver, other than to state that it was essentially a mechanism which could convert the electrical impulses back into the light energy which was created at the transmitter. As the speed of rotation of the disk is increased, the eye, through its characteristic of "retentivity", will receive a unified, blended image.

The shortcomings of this system are obvious: poor illumination and extremely small image.

## English Improvements:

### Addition of the Lens

John L. Baird, the English television pioneer, constructed a system

based on the Nipkow mechanism in the late nineteen twenties. The first improvement was the addition of lenses in front of each of the perforations. The lenses increased focusing power and converged the light more accurately. Thus one of the first shortcomings of the Nipkow system was overcome—illumination was improved. The scanning disk used by Baird was able to scan an image in seventeen lines (17 perforations in the disk).

### Disk for Breaking Light Beam

Another innovation was a light-chopping disk, with a saw-tooth edge, rotating behind the scanning disk. This light-chopping disk, by breaking the beam of light at regular intervals, created an alternating current in the photoelectric cell. From here on, the system was similar to that of Nipkow's, with one important exception: the current produced by the photoelectric cell, instead of being sent out on the wire immediately, was first amplified by a

vacuum tube, which by this time had been invented, though not perfected.

### Development of the Vacuum Tube

Then a vacuum tube arrangement was used to modulate the current and it was superimposed on a carrier wave, rather than sent out by wire. The bridge between mechanical television and electronic television had been begun.

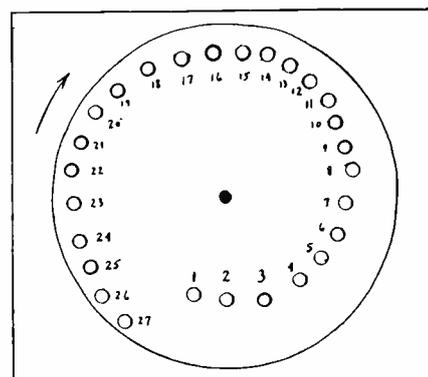


FIGURE 1.

Nipkow's scanning disk. Flat metallic sheet with series of perforations set successively close to center.

### Use of Mirrors

Somewhat later, mechanical scanning devices, making use of mirrors mounted on rotating drums, were able to produce fairly workable television systems. The outstanding British television firm, Scophony, Ltd., uses this method.

But all mechanical scanning devices have one basic defect; the number of picture elements required to give an accurate, fair-looking picture, could not be handled by mechanical devices without flickering and shadows. The real solution was to be found in a vacuum tube scanner. The scanning procedure performed with the vacuum tube is a complex

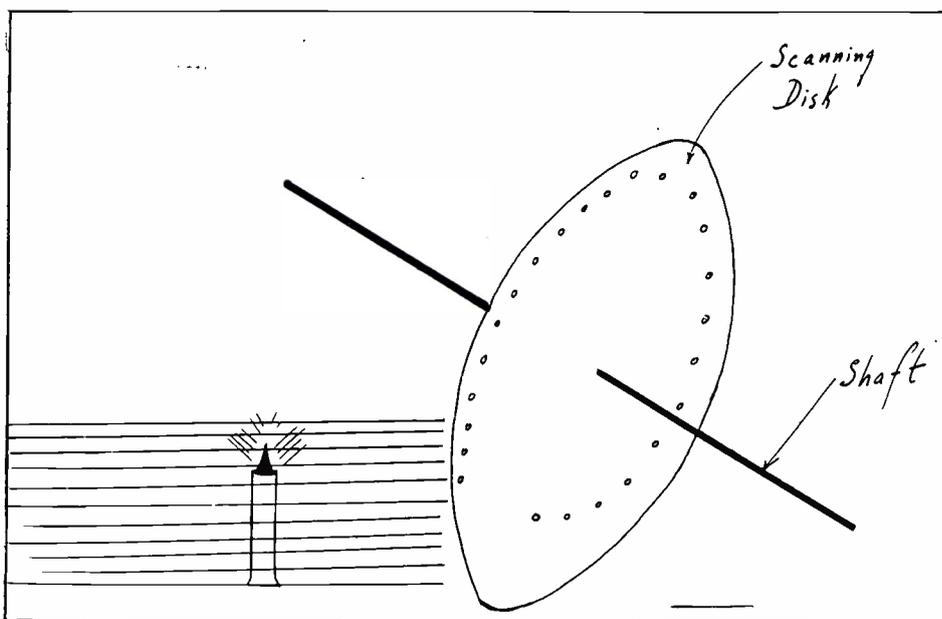


FIGURE 2.

Disk is rotated, the inner perforation receiving light first, thus scanning object from top to bottom.

process which we shall leave for our next issue. As a preface to this, let us see some of the problems involved.

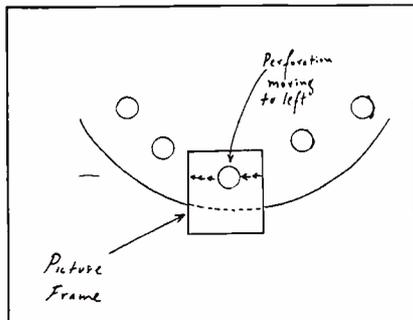


FIGURE 3.

Frame placed in front of rotating disk breaks scanning lines into picture elements.

### Some Scanning Problems

Re-read the paragraph above, slowly, and note what your eyes are doing. What you are doing, in effect, is scanning the paragraph. Your eyes are picking up the individual words one at a time, moving from the left side of each line to the right side. Then the eyes quickly dart back to the left and begin to scan the words on the next line, and so forth, until the paragraph has been completely scanned.

Referring to our discussion of picture elements, it is obvious that we can do the same with a given picture. We can scan the picture by decomposing it into a given number of horizontal lines, each line with a given number of picture elements. In Figure 4, we have subdivided a picture into a number of lines and each line into a number of picture elements. Of course, this subdivision, when re-assembled, would not give a very sharp picture, because of the few lines and few picture elements.

### Standard Frames

The Television Committee of the RMA has adopted 30 frames as the standard to be transmitted per second. (Compare this with motion pic-

tures: 24 frames per second.) The figure 30 was chosen because house current, which operates the television receivers, is 60-cycle a. c. The relationship and explanation will be brought out later. In other words, the individual picture must be scanned in  $1/30$  of a second. The standard number of horizontal lines for each picture is either 441 or 525. Multiplying, we find that during each second of a telecast, we scan either 13,230 or 15,750 lines. In modern television transmission, each line is dissected into about 500 picture elements. Each picture would therefore have 220,500 ( $441 \times 500$ ) or 262,500 ( $525 \times 500$ ) points of light. This is obviously inferior to the average com-

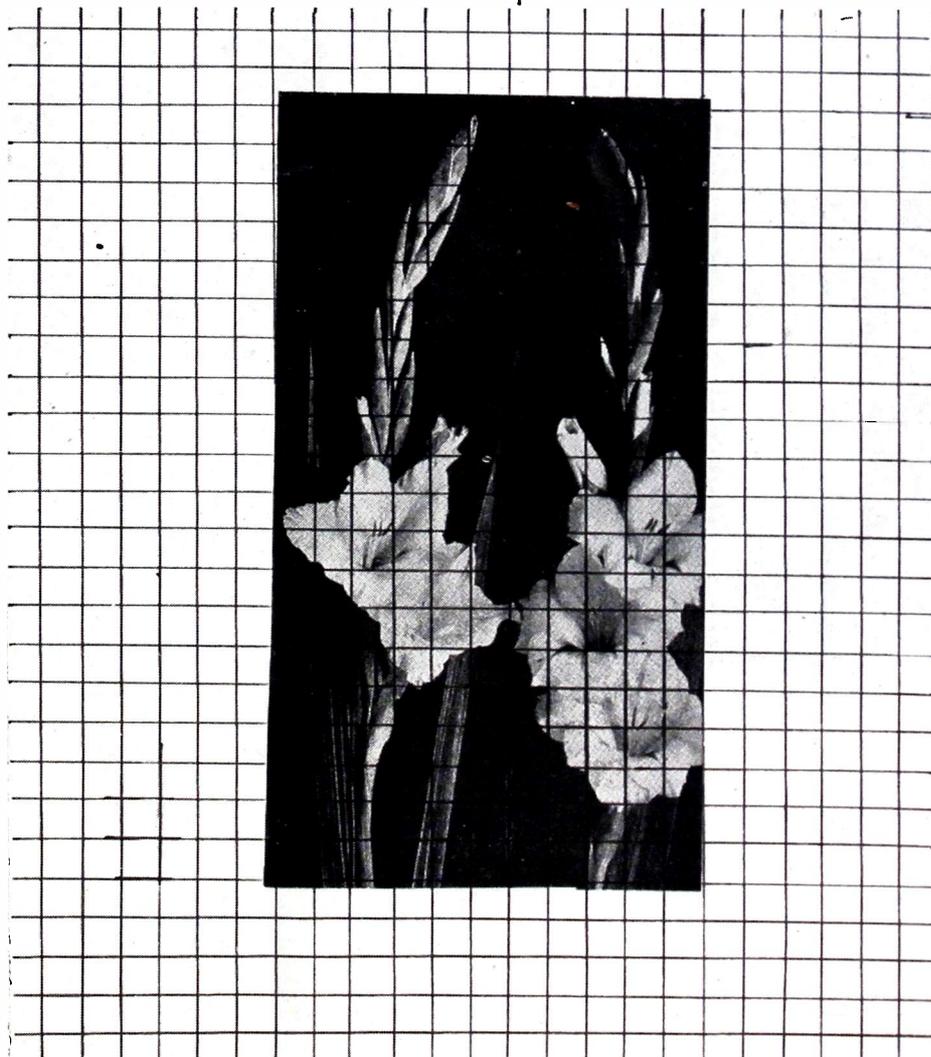
mercial (35-mm.) motion picture which may contain about 500,000 picture points. But it is somewhat better than the home type (16-mm.) motion picture with its average of 125,000 picture points.

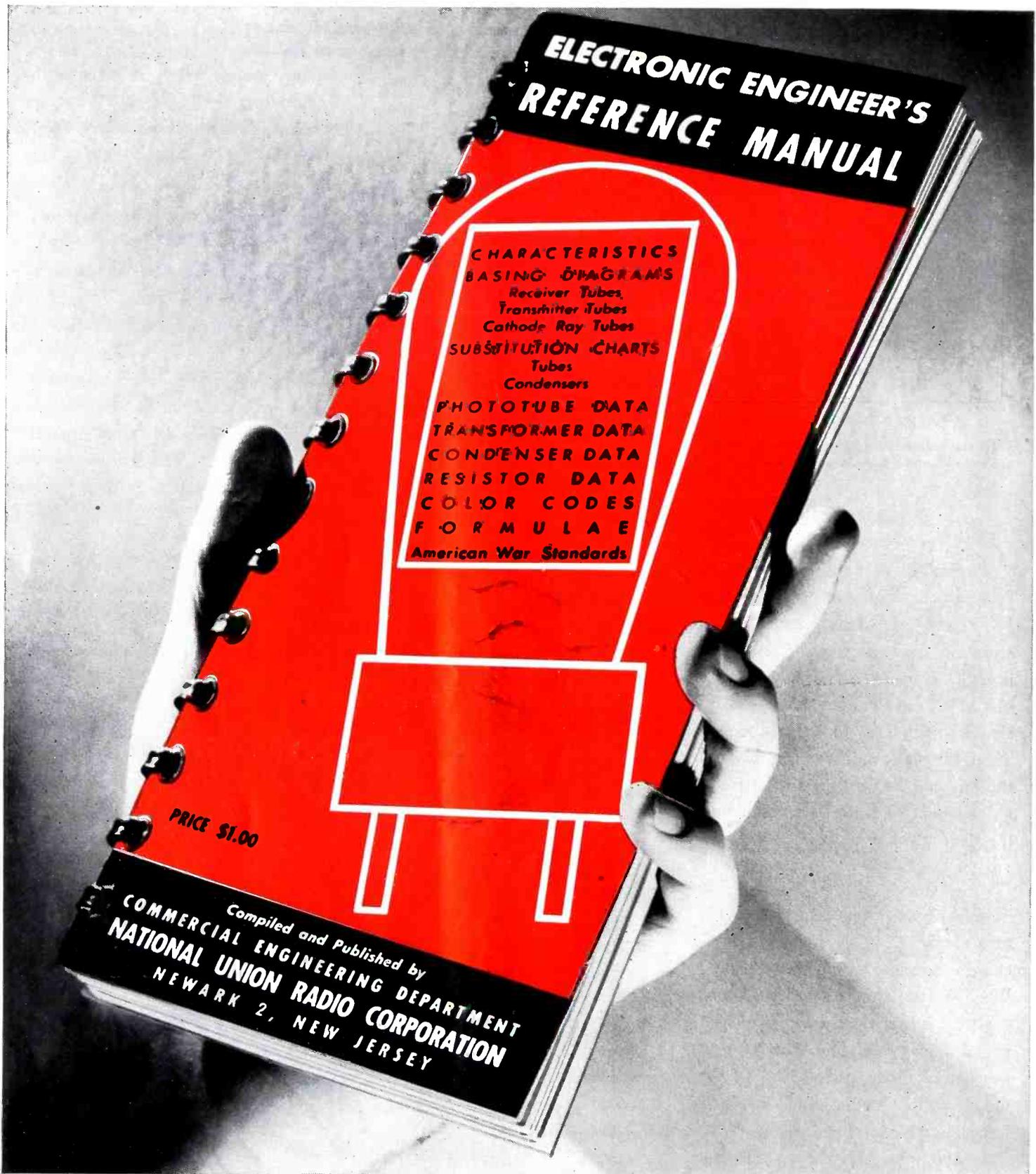
### Ultimate Objective of Scanning

The important thing to remember is that we are trying to get this rapid scanning accomplished, so that the picture is broken up into enough picture points to produce an accurate, clear reproduction at the receiver. Therefore, mere mechanical processes are ineffective. The icoroscope and orthicon are the solutions to the problem.

FIGURE 4.

The picture is divided into scanning lines and each scanning line is further divided into picture elements.





**JUST OFF  
THE  
PRESS!**

The new ELECTRONIC ENGINEER'S REFERENCE MANUAL now makes available to the practical engineer all the essential up-to-the-minute facts about electron tubes and related parts. More than 900 types of Receiving, Transmitting, Cathode-Ray and Photo Tubes are described—with physical specifications, characteristics, typical operat-

ing conditions, basing diagrams, war-time substitution chart and other data. All this and more in one handy quick-reference book of 146 pages that you can tuck in your pocket. Note ring binding which makes the pages lie flat when book is open. Price \$1.00 from your N. U. Distributor. National Union Radio Corporation, Newark 2, New Jersey.

## NEWS ABOUT DISTRIBUTORS

### Bendix Radio Appoints Five New Distributors

Appointment of five new distributors to handle the company's forthcoming line of AM and FM radios and radio-phonograph combinations, was announced here recently by Leonard C. Truesdell, general sales manager for home radio, Bendix Radio division of Bendix Aviation Corporation.

Alford's Wholesale, Albuquerque, New Mexico, has been appointed distributor for all of New Mexico except ten counties along the southern border. The Albuquerque firm is headed by E. L. Alford, veteran western merchandiser. A. T. Schrei-vogel heads the firm's sales department. The southeastern Virginia and eastern North Carolina territory has been assigned to R. F. Trant, Inc., Norfolk, Virginia. The Norfolk company is headed by R. F. Trant, president, who started the organization in 1916.

The Gunn Distributing Company, Little Rock, Arkansas, has been appointed distributor for the Arkansas territory. The Little Rock firm, headed by Holcomb Gunn, who started the organization in 1928, has specialized in merchandising outstanding radio lines in the territory.

The Nelson Hardware Company, Roanoke, Virginia, has been appointed distributor for western Virginia. The Virginia firm, established in 1888, is headed by R. R. Nelson, president.

The Bond-Rider-Jackson Company, Charleston, West Virginia, has been appointed distributor for southern West Virginia, and eastern counties in Kentucky and Ohio. The Charleston firm has been a leading distributor in the territory for twenty-five years handling nationally known lines.

### Shobe Distributors for Zenith

Zenith Radio Corporation, through Mr. H. C. Bonfig, vice-president in charge of Household Radios, announces the appointment of Shobe, Inc., as exclusive wholesale distributor of Zenith Radios and Zenith Radi-omic Hearing Aids in one of the South's largest and most important trading areas including west Tennessee, northeast Arkansas, the northern half of Mississippi and southeast Missouri.

The corporation is composed of N.



CY SHOBE

S. "Cy" Shobe, well known in the radio industry for more than twenty years, and William R. Kent, prominent Memphis business man.

Mr. Shobe started in radio in Kansas City with the Federal Radio Company in the early 1920's. He was later associated with the J. E. Dilworth Company of Memphis and Nashville, Majestic radio distributors, as general manager of their Nashville branch.

He then joined the Philco Corporation as district representative in eight southern states, was later associated with Orgill Brothers as manager of their radio and appliance division for fourteen years where he did an outstanding distribution job on the complete Philco line and other appliances.

In 1942 Mr. Shobe, who had been flying as a hobby since 1936 and held a commercial pilot's license, joined the Navy as Naval Flight Instructor and was later in charge of flight training for fourteen of the Navy's flight training programs.

He was retired from the Navy in October and opened Shobe, Inc., at 1095 Union Avenue, Memphis, where he will distribute Zenith and a complete line of refrigerators, ranges and other appliances.

### Olympic Names Three New Distributors

Three additional Olympic Radio & Television franchise distributors were revealed today by Jack F. Crossin, Director of Sales for Hamilton Radio Corp., New York, who announced the appointments of Electric Products, Inc., Pittsburgh, Pa.; Monarch Sales Co., Indianapolis, Ind., and Cayot-Wellman Co., Cheyenne, Wyo.

Electric Products, Inc. is headed by Ralph E. Steffen, and operates throughout the Pittsburgh area in major appliances, commercial refrigeration, and air conditioning, as well as Olympic Radio & Television. Mr. Steffen and his present associates were all formerly key executives of Electric Products Corp., notably successful Frigidaire distributors for 23 years in 66 Pennsylvania, West Virginia and Ohio counties.

In May 1944, two leading Indianapolis merchants, W. R. Krafft, president of Monarch Motors, Buick distributors, and L. E. Randall, district manager for Firestone, set up Monarch Sales Co., to merge and expand several existing distributing houses. Under "Lew" Randall's leadership, the firm has already more than tripled its volume, and is preparing a solid basis for continued growth, around Olympic Radio, Norge appliances, and Williamson furnaces.

### **Bendix Radio Names Eight New Distributors**

Appointment of seven new distributors to handle the forthcoming line of Bendix AM and FM radios and radio-phonograph combinations was announced recently by Leonard C. Truesdell, general sales manager for home radio, Bendix Radio division of Bendix Aviation Corporation.

Texas Wholesalers, Dallas, received the distributor appointment for the northern Texas territory, excluding the Panhandle, while the appointment for the south central Texas territory went to the Thiele-Winslow Company, San Antonio, according to Truesdell.

The Electric Household Distributing Company, Portland, was named distributor for Oregon, southwest Washington and two northern California counties. The Stratton-Warren Hardware Company, Memphis, was appointed distributor for the northern Mississippi, western Tennessee, and northeastern Arkansas territory. McDaid's Electrical Supply, Charleston, was named for the Charleston, South Carolina, territory.

The Lighting Fixture and Electric Supply Company, Inc., New Orleans, was appointed distributor for the southern Louisiana and southern Mississippi territory, and the K. K. Company, Inc., Omaha, was named for the southern Nebraska and southwestern Iowa territory.

### **Rudning-Robertson Distributors For Stewart-Warner**

The Rudning-Robertson Company of Sioux Falls, S. D., has been appointed distributor for postwar Stewart-Warner home radios, it was announced by the Stewart-Warner Corporation recently. The territory covered for Stewart-Warner will include the eastern half of South Dakota and a number of counties in western Minnesota and Iowa. J. R. Rudning is owner of the distributing organization.

### **Prominent Distributor Changes Name to Motorola-New York, Inc.**

York Automotive Distributing Company, Inc., 33 West 60th Street, New York City, wholesale distributor for Motorola Radios, announces the change of its name to Motorola-New York, Inc. According to Mr. Nathan Cooper, head of the firm, the change in name was decided upon to identify the concern more closely as the sole wholesale distributor for Motorola Radios in the territory served in New York and New Jersey.



FORREST K. GRIDER, Pres.  
(r) ROSS GILLIAND, Sales Mgr.

### **Stromberg-Carlson Appoints Hawaii Distributor**

Clifford J. Hunt, manager of radio sales for the Stromberg-Carlson Company, announced here previously the recent appointment of Electrical Distributors, Ltd. of Honolulu, Hawaii, as island representative of the company's "after-Victory" radio, FM, and television receivers. The Rochester, N. Y., communications firm is presently engaged in the all-out production of signal devices for the battlefronts, Mr. Hunt said.

Forrest K. Grider, president, and Ross Gilliland, general manager, guide the firm's representation of a number of "famous-name" brands of electrical home appliances. Both of the firm's executives possess a fund of extensive experience in the appliance field gained both in the islands and the United States. The high type of service-to-the-dealer promises to send the firm to a leading place in the islands' bright marketing future.

### **Motorola Appoints Arkansas Distributor**

W. H. Kelley, general sales manager of the Galvin Manufacturing (Motorola Radio) Corporation, Chicago, Ill., announces the appointment of Home Appliance Distributors of Arkansas, 600 West 7th Street, Little Rock, Ark., as wholesale distributor of Motorola Radios for the Little Rock and Arkansas territory. Home Appliance will carry the complete line of Motorola Radios for the home, the car, the outdoors and the farm when peacetime production is resumed.

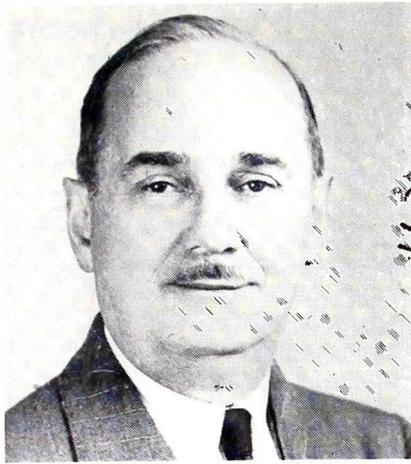
Under the leadership of Ted Morley and John Rule, the new Motorola distributors will supply their dealers with the best known, nationally advertised brands of household electric and home appliance units. The Motorola Radio line to be featured, shortly after Victory is won, will include FM and AM Table Models and Consoles, Automatic Radio Phonographs, AC-DC Battery Portables for the home and outdoors, and a new Motorola "Playboy," that smallest, mightiest, little personal portable radio, so popular in prewar days. Also battery-operated models for farm areas, and the new, more-powerful-than-before, matched radios for all automobiles.

### **Fitzgerald Distributor For Stewart-Warner**

Announcement was made today by the Stewart-Warner Corporation of the appointment of Fitzgerald & Company, Kansas City, Missouri, as distributors for the Corporation's postwar home radios in the Kansas City trade territory.

The company will be headed by C. L. Fitzgerald, who is well known to the radio and appliance trade in western Missouri and Kansas. His associates are experienced men in the appliance business.

Mr. Fitzgerald helped to pioneer the radio as well as the electrical and gas appliance industry in the Kansas City trade area, first operating his own stores and later getting into wholesale distribution.



GEORGE J. TIMMERMAN

### Midwest-Timmerman Distributors for Stromberg-Carlson

Another distributing organization, a leader in its important area, recently joined the ranks of area distributors of the Stromberg-Carlson Company's postwar radio, FM and television receivers.

Clifford J. Hunt, manager of radio sales for the fifty-one year old communications firm, announced this week that the Midwest-Timmerman Company of Davenport, Iowa, has been appointed distributors for the company's line. Mr. Hunt, in announcing the appointment, underscored the fact that his firm, now 100 per cent engaged in production for the battlefronts, "was recognizing a grave postwar responsibility in readying an effective and flexible master plan of distribution in order to give a firm base to the sound civilian economy so vital to all postwar planning."

The Iowa firm of Midwest-Timmerman Company looks back upon a twenty-seven-year history that faithfully mirrors modern merchandising progress in the area. With a string of offices, warehouses and other storage and shipping facilities located in Davenport, Des Moines, and Sioux City, Iowa, and Omaha, Neb., the firm's crack sales force is well equipped to undertake the volume responsibility that goes with repre-

senting a number of blue-ribbon "famous-brand" appliance lines, including the Stromberg-Carlson line, in Iowa, and parts of Nebraska, Illinois and South Dakota. George J. Timmerman, firm president, sums up his organization's primary goal as the success of the local dealer.

### Olympic Appoints Ohio Distributor

The Cincinnati, Dayton, Columbus and Charleston areas of Graybar Electric Company, Inc., have been appointed exclusive franchise distributors for Olympic Radio & Television, it has just been announced by Jack F. Crossin, Director of Sales for Hamilton Radio Corporation, New York.

These four marketing areas are included in Graybar's Ohio Valley Dis-

trict, under the jurisdiction of Larry B. Westfall as District Manager and Carl Haller, as Merchandising Manager, with headquarters in Cincinnati. Mr. Haller is a native Ohioan who has been selling radios through department stores, hardware stores, music houses, and specialty dealers since the days of battery sets. He joined the Cincinnati Graybar organization in 1922 and was appointed Merchandising Manager in 1926. Throughout these years he has built himself an excellent first-hand knowledge of home radio and appliance merchandising as well as an unusually wide acquaintanceship throughout his entire territory.

He has always been active in the Radio Division of the Cincinnati Electric Club and is a former President and Director of the Cincinnati Electrical Association.

### Lehr Named New York Distributor for Bendix



(Seated l. to r.) L. C. TRUESDELL and BEN LEHR  
(standing l. to r.) JACK DALTON, PAUL LIPPMAN and HARRY LEHR

Lehr Distributors, 16 West 61st Street, have been appointed distributors for the forthcoming line of Bendix AM and FM radios and radio-phonograph combinations in greater New York, it was announced here today by Leonard C. Truesdell, general sales manager for home radio, Bendix Radio division of Bendix Aviation Corporation.

The New York firm which is headed by Harry Lehr, president, and

Ben Lehr, treasurer, has been a leading metropolitan distributor in the electrical and automotive fields for the past 27 years, handling such lines as General Electric, Sunbeam, and Schick.

An extensive merchandising and advertising program in the greater New York area, including Nassau, Suffolk, and Westchester counties, will be directed by Paul Lippmann, sales manager of the firm.

NATIONAL  
COVERAGE  
FROM  
COAST TO COAST

# RADIO Television JOURNAL NEWS

LAST MINUTE NEWS  
ABOUT  
PEOPLE  
YOU KNOW  
IN THE INDUSTRY

Volume 8, Number 4

APRIL, 1945

25c per copy

## The Kay Sales Company Moves to New Quarters

The Kay Sales Company will, on March 10th, move to 3527



J. P. KAY

Broadway. Their new offices will give them additional space,

as well as more efficient operating facilities. For fifteen years they have represented radio and electronic manufacturers, covering the states of Missouri, Kansas, Oklahoma, and Arkansas. Throughout this time the company has had a steady growth, both in volume of sales and personnel. Recently their territory has been extended to include western Iowa and the entire state of Nebraska.

## Lawrence Hubbard Appointed Chairman of Group in N. Y. Chapter of the American Marketing Association

Appointment of Lawrence Hubbard, head of the research department of Duane Jones Company, as chairman of the Radio in Wartime luncheon discussion group of the New

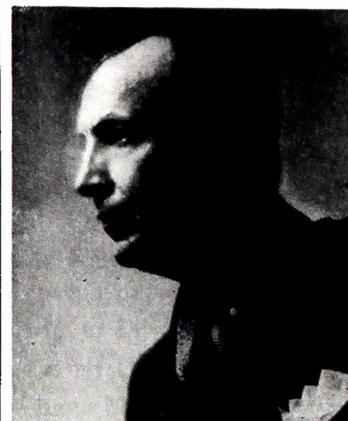
York Chapter of the American Marketing Association, was announced at the bi-monthly meeting in the Murray Hill Hotel recently. The announcement was made by George H. Allen, general manager of Cooperative Analysis of Broadcasting (CAB), retiring chairman and organizer of the group, who has headed these luncheons for the past three years.

## Dr. LeRoy D. Weld, Director of Research of Turner

Dr. LeRoy D. Weld, professor of physics at Coe College since 1902, has been consulting physicist for The Turner Company in Cedar Rapids since November, 1943. Prior to his association with Turner, Dr. Weld taught radio during two 32-week periods to groups of 25 or more persons enrolled in the government's engineering, science and management war training program and gave a special class in radio for a group of civilian women employed by the U. S. Navy as radio inspectors. A member of the American Physical Society and the Iowa Academy of Science, Dr. Weld stated that "Scientific devices themselves never can stop wars. They can, however, make nations like Japan and Germany think twice before starting another one."

## Tjaarda Styles for Sparton

Customers preference in radios, radio-phonographs and



JOHN TJAARDA

home appliances have been under the microscope for some months now at the Sparton Division of The Sparks-Withington Company.

Seizing upon war enforced cessation of their production as the perfect opportunity to bring their customers exactly what they wanted in radios and radio-phonograph combinations, Sparton retained the well known industrial design firm of John Tjaarda and Associates to design and style their products to meet the specifications set up by the prospective purchasers themselves.

Surveys of customer preference serve as the framework around which the designer builds the finished product, weighing each factor and its importance in the balance of final cost to the consumer.

Long an advocate for the removal of excess weight and useless ornamentation Tjaarda designs stress smooth flow of line and the use of new materials which can be processed more simply.

## Meck Announces Full Occupancy of Plant

John Meck Industries, Inc., of Plymouth, Indiana, have announced that they have now reached 100 per cent occupancy of the buildings which they own in Plymouth. Up to the present, manufacture of electronic war material has only occupied 60 per cent of the floor space. By continuing in war production and occupying the remaining 40 per cent, the company expects to be able to set up production lines which can be converted within 60 days of the resumption of unlimited civilian production and will be able to turn out 2,000 home radio sets per day.

## JFD "sockette" RADIO TUBE ADAPTERS



Now Over 400 TYPES  
covering over  
1300 SUBSTITUTIONS

THE REPLACEMENT FUNCTION OF EACH  
SOCKETTE CLEARLY MARKED ON ITS BASE.

JFD presents the most complete line of tube adapters in the radio field. Now it is no longer necessary to rewire radios to accommodate tubes that are not available . . . because JFD has an adapter that permits the use of tube substitutes.

Each Sockette is proven by test to answer the purpose for which it was designed. Slow-moving shelf tubes can now be converted to popular types by the use of a JFD Sockette.

Every conceivable type of adapter is incorporated, such as resistor type, loktal type, loktal metal base type, octal type, miniature type, &c.

JFD SOCKETTES must be good, for over a 1,000,000 of them are in use today . . . AND THE NUMBER KEEPS GROWING DAILY.



Write for our newest  
JFD SOCKETTE 3-  
WAY TUBE ADAP-  
TER MANUAL No.  
340. 16 pages with  
thousands of listings  
that ANSWER  
YOUR SUBSTITU-  
TION PROBLEMS  
AT A GLANCE!

**J.F.D. Manufacturing Co.**  
4111 Ft. Hamilton P'kway, B'klyn. N.Y.

**Army-Navy "E"  
Awarded Remler**

This month the Remler Company of San Francisco, California, was awarded a fourth star to add to their Army-Navy "E" flag, which was presented to them in August, 1942. The star is a tribute to their continued efficiency in the production of electronic and communication war material for the military and naval armed forces.



**JOHN VASSOS**

**Noted Designer-Stylist  
Returns to RCA Victor**

John Vassos, noted designer, stylist, author and illustrator, has resumed his association with the RCA Victor Division of the Radio Corporation of America as consultant designer. He was recently honorably released from the Engineer Corps of the U. S. Army where he attained the rank of Lt. Colonel, after 2½ years of service on special missions in the European, African and Middle Eastern war theatres.

Lt. Colonel Vassos, who has been RCA's consultant designer since 1934, has been responsible for the creation of some of RCA Victor's most successful product designs. He is credited with revolutionizing the design of special radio apparatus, such as broadcast transmitters, police, aviation, amateur and sound equipment, and with setting new industry trends in functional radio design. Among his many "firsts" for RCA is the design of the first television transmitter, the famed Magic Brain radio, electric tuning, and many other products for RCA's export as well as domestic markets.

**William L. Sexton  
Succumbs**

William L. Sexton, president-owner of Troy Radio and Television Company, passed away Thursday evening, March 8, at his home. Death was attributed to rheumatic heart trouble.

Mr. Sexton was 48 years old and is survived by his widow, Mrs. L. D. Sexton, also his three brothers, Edward J., Albert A., and Charles F. Sexton, as well as his parents.

A native of Chicago, Ill., he left there and has been active in the radio business in California for the past 22 years.

Besides business, in the most recent years he was an active church man, having been a member of the Council of the English Lutheran Church for the past nine years.

**Radio Technicians Association  
Holds Meetings**

The Long Beach Branch of the Radio Technicians Association held two meetings in February. At the first meeting on February 14th Jack Ward lectured on tube substitutions. The suggestion was made in the general discussion that followed, that all those engaged in the radio business, including those who are interested in radio merely as a hobby, should join the RTA.

At the second meeting, held on February 28th, there were visitors from the newly-started group at San Bernardino, a branch of the Long Beach Radio Technicians Association. Acting President Gene Vanouse and Acting Secretary Charles W. Metz presided over the discussion of the problems involved in licensing radio dealers. In addition, the members hashed over the difficulties of strictly requiring customers to present claim checks when calling for their repaired radios. It was agreed, however, that no radio should be permitted to leave the store without full customer identification.



**WILLIAM P. LEAR**

**William Lear Addresses  
Aviation Writers  
Association**

William P. Lear, president of Lear Incorporated, told a meeting of the Aviation Writers Association on March 7th that the discovery of radar has "caused a great change to take place in all forms of radio communication and navigation." Radar will effect great improvements in air traffic control and may even be used as a safety device that will automatically prevent collisions. It can also facilitate identification of planes at a distance.

Mr. Lear stated that the development of the automatic pilot will be essential to the expansion of private postwar flying. This will enable the pilot not only to fly his plane but, without the assistance of a co-pilot, he will also be able to navigate.

**Photographs Released from  
Censorship in Hoffman  
Window Display**

Blow-ups of pictures taken in six plants of the Hoffman Radio Corporation, Los Angeles, Calif., are being displayed in the window of the downtown office of Western Airlines during the month of April. Although many of the Hoffman products are shrouded in military secrecy, censorship has released many of the inside photographs and these form the bulk of the collection.

**Postwar Market of 60,000,000  
Radios Anticipated by  
Westinghouse**

Several factors are expected to have profound effects on the postwar radio market. Frequency Modulation radio will hasten total replacements by outmoding practically all sets now in use. Furthermore, the demand for radio-phonographs will increase the size of the market by increasing the average sale. It is expected that returning service men, establishing new homes, will represent a huge new market. Westinghouse also feels that the surface has only been scratched in the market for extra sets to provide listening convenience throughout the home. And finally, a steady growth in television is anticipated.

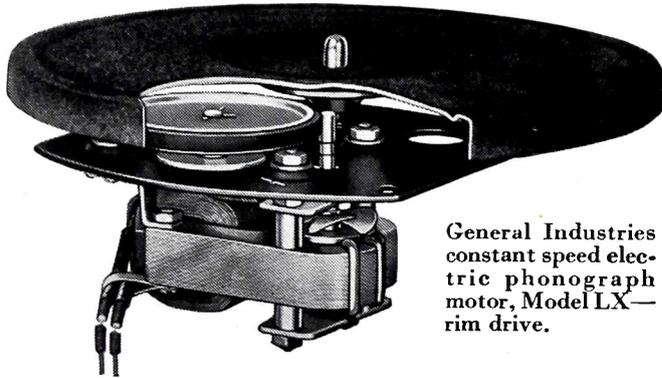


**AEROVOX BIDS FAREWELL TO PREVIOUS OWNERS, WELCOME TO THE NEW**

At the head table of the Farewell Banquet, left to right: Sam Siegel, retiring Vice-President, and Mrs. Siegel; W. Myron Owen, new President; Mrs. Charles Colenpaul; S. I. Cole, retiring President; Charles Colenpaul, Sales Manager; Mrs. Emanuel Cohen, wife of Colonel Cohen, former stockholder and official of company; Stanley Green, new Vice-President and Chief Engineer; Frank Siegel; and Austin C. Lescarbours, Advertising Counsel.

# Smooth Power

**M E C H A N I S M S**  
will match  
the new phonographs



General Industries constant speed electric phonograph motor, Model LX—rim drive.

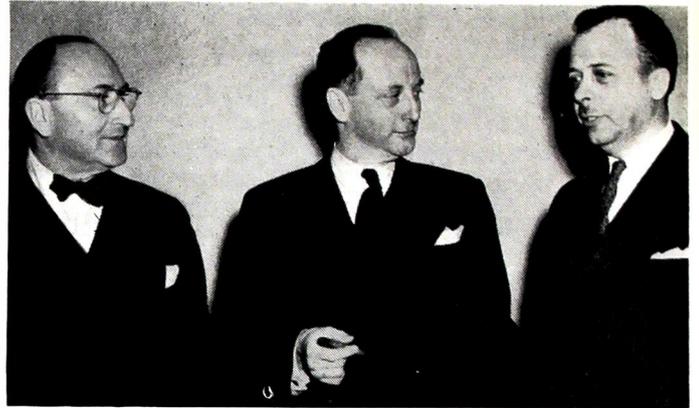
When final Victory has been won, and new phonographs become available once more, General Industries will be ready with matching mechanisms that will please manufacturers, dealers and users.

Our combination record-changers-recorders, recording assemblies and *Smooth Power* motors will have that same velvety smoothness and dependability that have always characterized General Industries equipment. They'll give equal fidelity to jive, grand opera or the latest tune hits.

That's the way General Industries has always built such equipment—so for your postwar selling you can continue to count on General Industries.



**THE GENERAL INDUSTRIES COMPANY**  
DEPT. M ELYRIA, OHIO



Left to Right: R. C. COSGROVE; D. R. MOFFAT  
and JOHN W. DE LIND, JR.

## CROSLY COMPLETES CANADIAN SET-UP

Mr. Cosgrove, Vice President and General Manager, Manufacturing Division of the Crosley Corporation, with John W. DeLind, Jr., Director of Exports, and A. D. Redfield, Patent Counsel, The Crosley Corporation, were guests at a reception at the Royal York Hotel, in Toronto, at which Don R. Moffat, Vice President and General Manager of Moffats, Ltd., was host to a large group of Canadian executives of newspapers, magazines, radio stations, and leading industries.

"Canada is on the threshold of greater economic prosperity than it has ever before experienced and the recent great expansion of its manufacturing facilities should place the Dominion in a favorable position with respect to post war employment of its workers,"

declared R. C. Cosgrove, Vice President and General Manager, Manufacturing Division, The Crosley Corporation, on his return here from a trip to Weston, Ontario, Canada, with other Crosley executives.

"In many respects, the recent industrial development of the Dominion of Canada parallels that of the United States," said Mr. Cosgrove, who was in Canada to complete arrangements for the manufacture and distribution in Canada of Crosley peacetime manufactures of gas and electric ranges. The Crosley line of products, including home radio receivers, Sheldor refrigerators, home freezers and other major household appliances, will be manufactured in Canada by an all-Canadian company.

## Jessop Appointed Advertising Agency for Olson

Olson Radio Warehouse, 73 East Mill Street, Akron 8, Ohio, announces the appointment of the Jessop Advertising Company to handle their national advertising. The objective of the new national program will be to assist radio service men in obtaining necessary radio parts and equipment for their immediate needs as well as post war requirements, and also to help the radio man formulate his plans in post war period.

Shipping facilities have been expanded to take care of the increase which will result from the advertising agencies co-operation.

## Hoffman Radio Appoints Spence

D. D. Spence has been appointed public relations manager of the Hoffman Radio Corp., Los Angeles, according to announcement from H. Leslie Hoffman, president.

He had been with the Firestone Tire and Rubber Co. for some twenty years, starting at Akron, O., and ending in the Los Angeles district.

The major part of this time he was manager of various phases of western operations including wholesale and retail sales, merchandising, sales promotion and personnel assignments.

His first assignment at Hoffman Radio will be to create a new employees' handbook to supersede the 1943 edition.

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## Journal's End by MAL PARKS

Hello there . . . hope you feel in the mood for visiting today . . . this grand weather sure makes a fellow lazy . . . or, as Alex says, makes me even lazier than usual . . . anyway . . .

. . . See where **Ted McElroy** suddenly up and joined the Merchant Marine . . . sailed on March 30th without telling anyone his intentions . . . you'll remember Ted, not only because his firm won two or three "E" awards, but for his warm humanity, his liberal viewpoint and his utter lack of affectation . . . I can never forget the fact that he buys custom-made shoes then cuts the toes out because his feet hurt! . . . it's really something when the President of a firm with millions in war orders decides to do his **active** part in winning the war . . . good luck, Ted . . .

. . . Came as something of a shock to learn that American Type Founders have decided to discontinue the Philharmonic line of home radio receivers . . . good friend **Avery Fisher**, founder, seemed taken by surprise too . . . seems to me Avery and A.T.F. should make some arrangements to continue the name and carry out the franchises they have already set up . . . we feel that the confidence of these franchise holders should be considered when such a move is being made . . . how about it, Avery? . . .

. . . Good visit from **Geoff. H. Allan** of Allan & Co., Melbourne, Australia, here to get his postwar distributorship plans all set . . . it's simply surprising the number of people who visit us from far away places and it is mighty nice, too, that they think of us first when they come to our country . . . we learn a lot from listening

to them, and hope that it helps make us a better editor for you...

. . . Then there's the one they tell about Gypsy Rose Lee who woke up one morning with all her clothes on and screamed . . . "Heavens! I've been draped!" . . .

. . . See where good friend **E. B. Ingraham's** Times Appliance Co., is to have exclusive distribution for Westinghouse Radios in the New York Metropolitan area . . . seems I remember looking through back issues of your Journal for 1921 and found that Times Appliance had the Westinghouse line way back then . . . in fact, Mr. Ingraham personally introduced the then new Westinghouse radios in the New York market...

. . . Congratulations are in order for Dynamic's **Jack Winer** . . . who just opened up gorgeous new radio, record and appliance store on New York's swank 57th Street . . . it's the kind of place made me want to take my hat off, so **that** ought to give you an idea . . . next time you're in New York, I know Jack would like to have you come in and visit him, the address is 37 West 57th . . .

. . . Grand visit and a good chocolate soda with Automatic's **Fred Altschul** who stopped in to talk over old times with Alex and myself . . . Fred certainly is one of the industry's pioneers and, for my part, I could just sit and listen to him talk about radio's early days forever . . . don't know what makes this industry so fascinating to me . . . unless maybe it's the grand people in it like Fred and every one of you I've been privileged to meet and talk to . . .

. . . Sorry I missed Majestic's **Parker Erickson** . . . had a break-

fast date but he just couldn't keep it . . . and I really was all set for some of those tiny country sausages with buckwheat cakes . . . so, I just sat down and ate them all by myself . . . you don't know what you missed, Park . . .

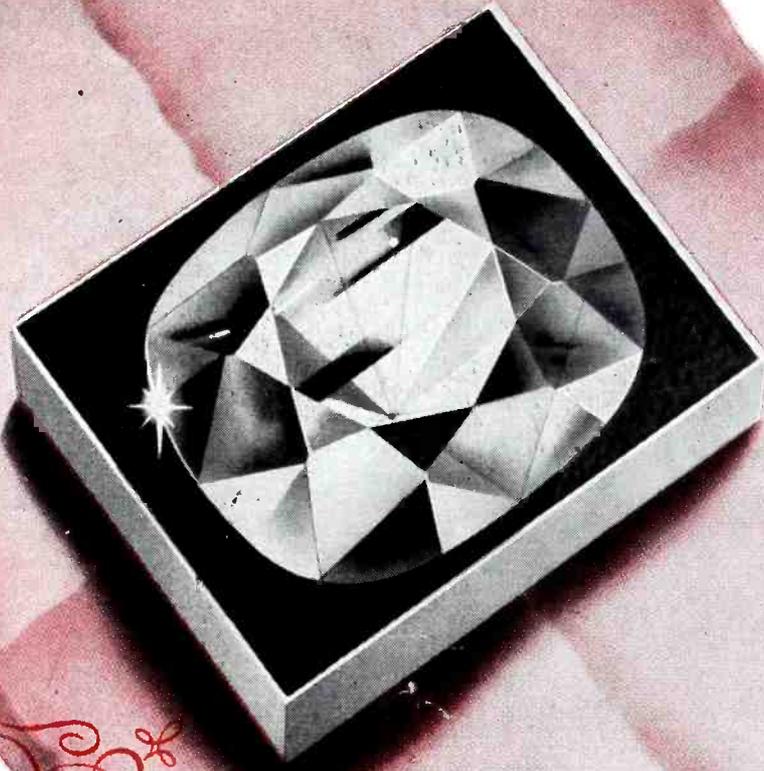
. . . Admiral's **Seymour Mintz** dashed in on one of his flying trips to the city here and we just didn't have time to even say hello . . . Seymour's been taking on more and more responsibility for that good Admiral advertising such as the one you'll find on page 33 of this issue . . .

. . . Associated's **Herb Brennan** in from Florida and gave us details of their successful "Buy-Guernsey" plan . . . Herb and **Welburn** it comes to getting up those swell merchandising ideas . . .

. . . See where Commerce Department's **Mort Lansing** says that postwar radios will be at least 30 per cent higher than prewar . . . well, maybe; that is if the O.P.A. says yes, if customers are really in a buying mood and if new companies in the field stay in line . . .

. . . The Office of Surplus Property has 118 radio receivers for sale under the Simplified Sealed Bid method . . . anyone interested in these receivers should write to The Office of Surplus Property, Treasury Dept., Region 2, 350 Fifth Ave., New York . . . and good luck to you . . .

. . . Well, time to say goodbye again for another month . . . one of these days I'll really get organized to the point where I can take a little time off and start out on a trip just visiting with you all personally . . . I'm doing my best to make it soon because I really do want to have the chance to say hello . . . until then . . . so long, and thanks for everything...



# Quality Counts

**T**HE Koh-i-nor is one of the world's most magnificent diamonds. Weighing 106-1/16 carats, it is famous for its brilliance and luster. Of course, a diamond is considered supreme as a jewel because it is the hardest, most imperishable and most brilliant of all gems. The Koh-i-nor's reputation places it in a separate class apart from other diamonds due to its flawless quality — a true example of the fact that, with any product, *Quality Counts*.

**THE WARD PRODUCTS CORPORATION**, realizing this fact, has long been the leader in the manufacture of one-piece and sectional antennas for automobile and home radios. **WARD** products are quality products, the workmanship of craftsmen using modern equipment under ideal conditions. Many important design changes pioneered by **WARD**, have become accepted standards in the industry . . . For quality antennas for all applications, look to **WARD**.



**WARD** *Antennas*



BUY WAR BONDS

THE WARD PRODUCTS CORPORATION  
1523 EAST 45th STREET, CLEVELAND 3, OHIO

1.50



One of a series of Emerson Radio & Television outdoor posters soon to make its appearance from coast-to-coast.

# ALWAYS FIRST WITH NEW IDEAS!

Why have radio dealers from coast-to-coast always made money out of the Emerson Radio franchise? Because Emerson couples its top engineering skill with its top merchandising talents. Every new scientific development from the Emerson laboratories goes hand in hand with alert plans for merchandising, selling and advertising. With television just around the corner, count on Emerson for the most ingenious ideas for selling it. Write for details on a post-war, money-making Emerson Radio & Television franchise.

## Emerson Radio and Television



Emerson Radio & Phonograph Corporation, New York 11, N. Y.



### P. D. Q. PLAN

Clinches future Radio and Television sales now!

You can't deliver radios and television receivers now—but you can line up your prospects and future customers through Emerson's spectacular P.D.Q. Plan (Preference Delivery Quota).

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